E&P

July 29, 1972
Thirty-five cents

Editor & Publisher

SPOT NEWS AND FEATURES ABOUT NEWSPAPERS, ADVERTISERS AND AGENCIES

Including the 47th Annual

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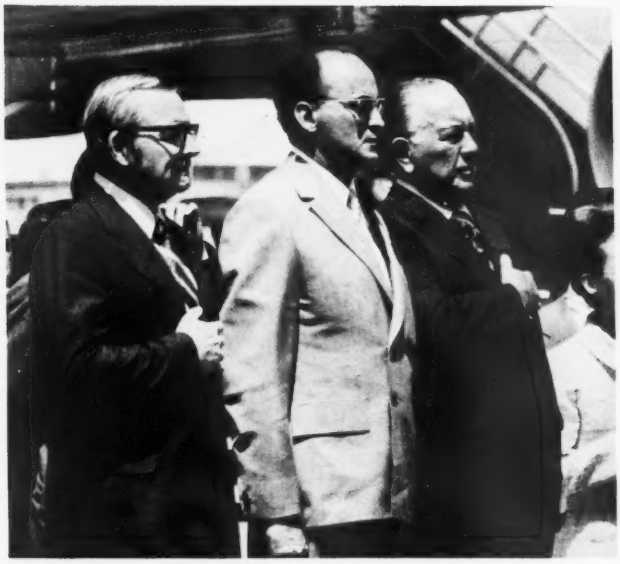


Presidente de Mexico Aclamado en Chicago

When President Luis Echeverria of Mexico was enthusiastically welcomed to Chicago recently, only one newspaper gave the story full-page coverage—in Spanish.

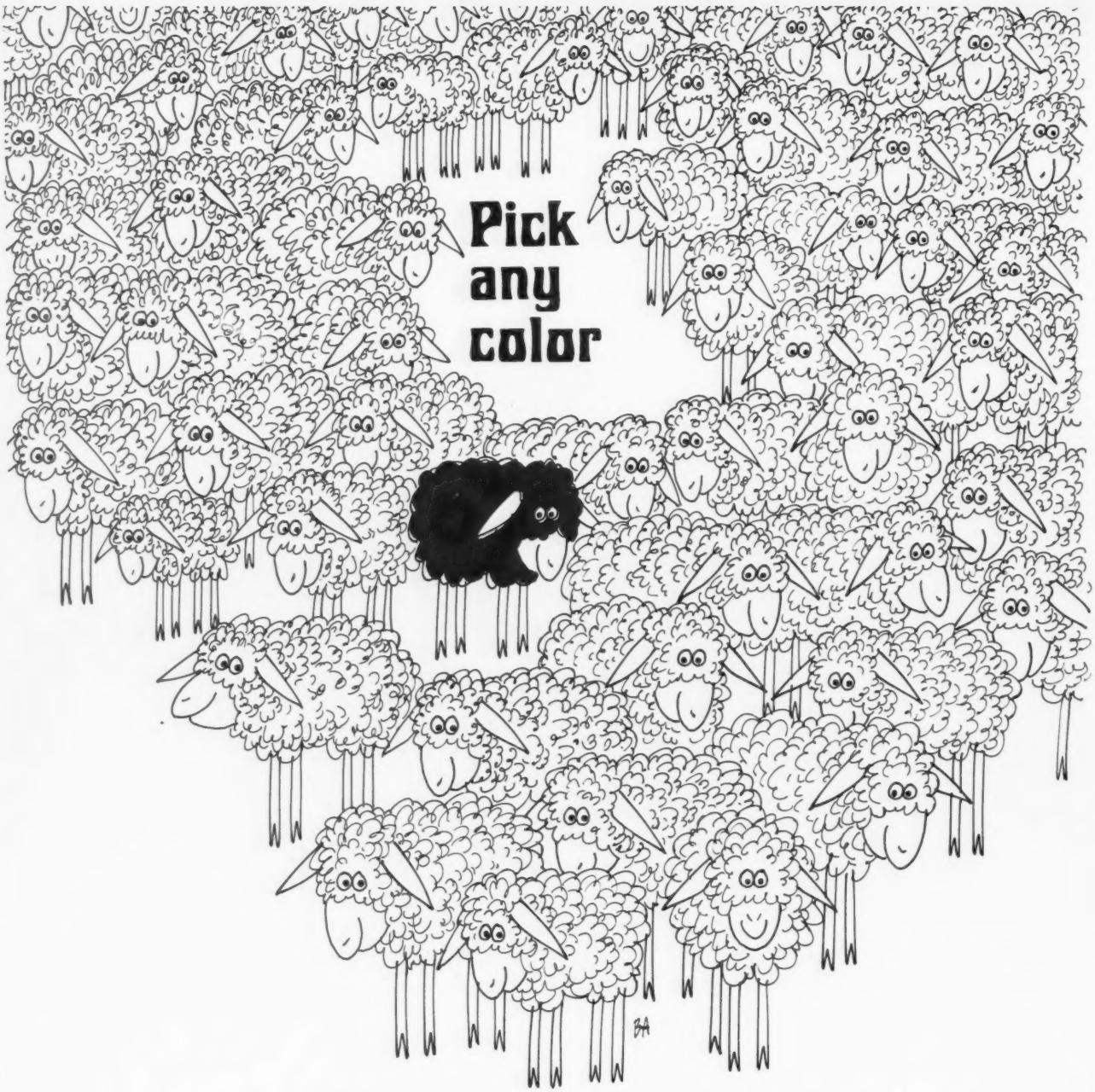
To serve Chicago's Spanish-speaking people in other ways, only one newspaper has "Acción Rápida," a Spanish-and-English column that solves problems ranging from gouging landlords, to stores that over-charge and under-service.

That newspaper is the Chicago Tribune.

We work harder to serve all groups in our community. That's one reason why we attract more readers than any other newspaper in Chicagoland.

Chicago Tribune

A step ahead of the times.



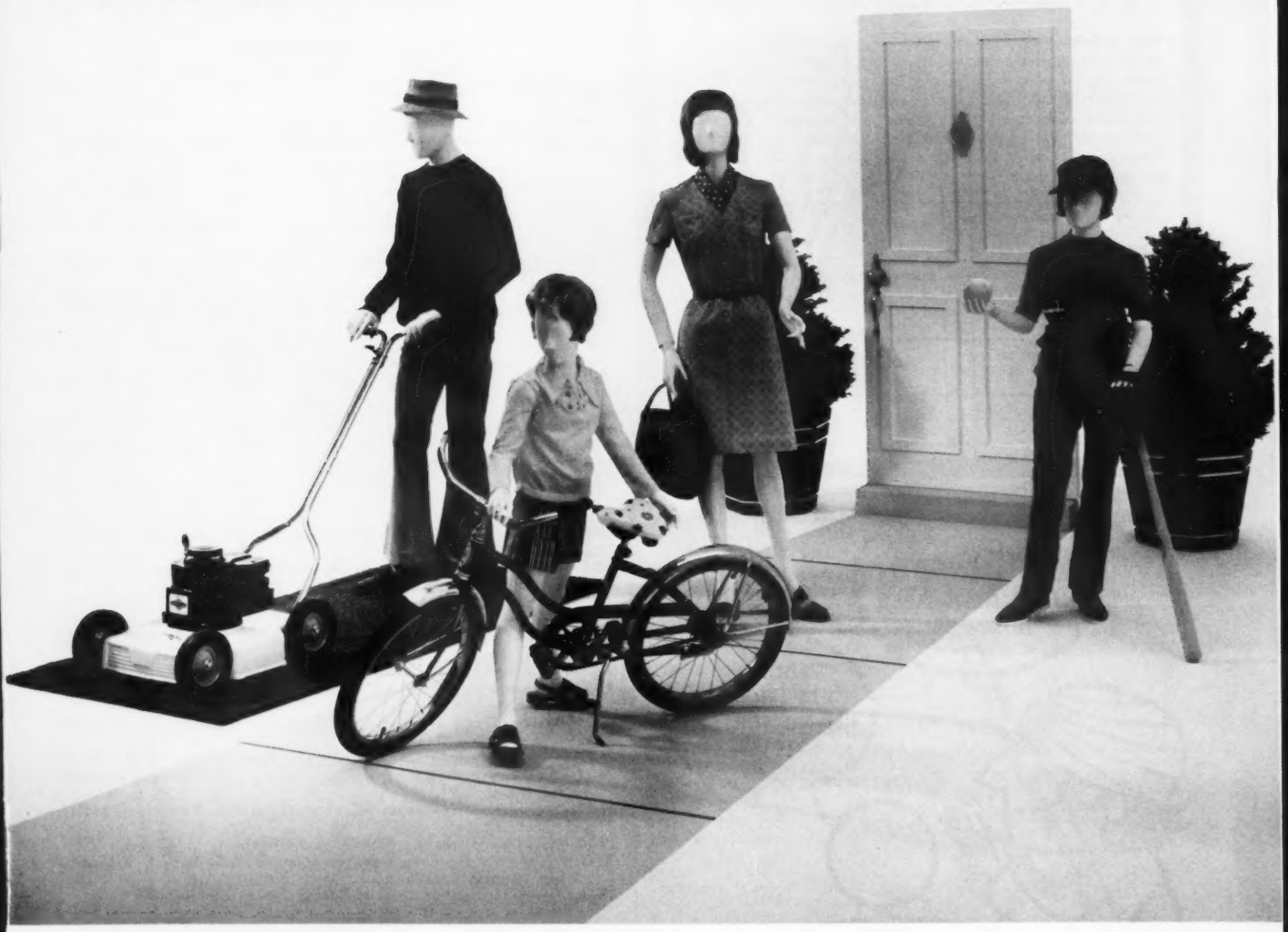
...we print them all

The Seattle Post-Intelligencer averages 22 color jobs per week. There's daily editorial color on page one, and 20% of all photos are in color. The P-I's been color-conscious for a long time. We have a staff of color experts, the facilities, and the experience. In Western Washington, The P-I is "the colorful one." Talk to your Hearst Advertising Service representative about putting a little color in your next campaign.

The Seattle Post Intelligencer

Everybody in suburbia:

☐ is rich ☐ votes Republican ☐ is prejudiced
☐ has 2.4 children ☐ goes to lots of cocktail parties
☐ all of the above.



correct answer:

Suburbia is not just the pat answer and the quick generalization. Not just the second car, the well-trimmed hedge, and the close-up smile.

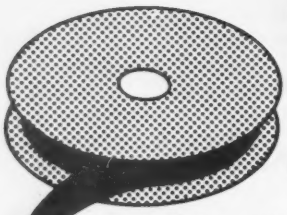
Suburbia is the Little League, Girl Scouts, and room to play; but it's also a 14-year-old girl on the pill and a 9-year-old boy on lots of pills. Suburbia is better schools—and it's parents who vote against millage year after year. Suburbia is pretty houses all in a row, too-steep mortgages and too-high taxes.

Suburbia is a riddle that's being answered by an in-depth Detroit News series: WHAT THEY REALLY THINK. Individual, week-long analyses of the suburbs, towns, cities, and villages surrounding Detroit. A study spearheaded by experienced teams of News reporters who begin with scientific polls conducted by an independent research firm and end with a human look at the problems and concerns of the people who live in suburbia.

WHAT THEY REALLY THINK. Maybe it's not the complete answer. But it asks the right questions. It shows that suburbia is more than skin deep.

The Detroit News

Largest evening newspaper circulation in America.



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EDITOR & PUBLISHER CALENDAR

AUGUST

4-6—Oklahoma UPI Editors. Western Hills Lodge, Wagoner.
5-11—International Typographical Union. Pfister Hotel, Milwaukee.
6-8—SNPA Eastern Division Mechanical Conference. White House Inn, Charlotte, N.C.
11-12—West Texas Press Association annual convention. Brownwood.
13-18—Newspaper Association Managers. Disney World, Orlando, Fla.
20-23—Association for Education in Journalism. Southern Illinois University, Carbondale.
20-23—New England Association of Circulation Managers. Sheraton-Hyannis, Hyannis, Mass.
25-26—Newspaper Advertising Executives of the Carolinas meeting. Hilton Head Inn, Hilton Head, S.C.
27-29—New York State Publishers Association convention. Whiteface Inn, Lake Placid.

SEPTEMBER

7-8—SNPA Circulators' Symposium. Marriott Motor Hotel, Dallas.
7-10—West Virginia Press Association. Greenbrier Hotel, Sulphur Springs, W. Va.
8-9—Iowa Daily Press Association. Des Moines.
8-10—Mid-America Newspaper Mechanical Conference. Hotel Muehlebach, Kansas City, Mo.
9—Minnesota AP Association. Rochester.
9-10—Illinois Daily Newspaper Markets Advertising Seminar. Holiday Inn, Decatur.
9-10—Ohio Newspaper Association Classified Clinic. Pick-Fort Hayes Hotel, Columbus.
9-13—Canadian Circulation Managers' Association. Hotel Nova Scotian, Halifax.
10-12—Texas Daily Newspaper Association. Sands Hotel, Las Vegas, Nev.
14-16—Pennsylvania Newspaper Publishers Association Classified Clinic. Reading Motor Inn, Reading.
15-17—Illinois Newspaper Production Conference. Waukegan Sheraton Inn, Waukegan.
15-17—Maryland-Delaware-D.C. Press Association. Beach Plaza Hotel, Ocean City.
15-17—Pacific Newspaper Mechanical Conference. Hyatt House, San Jose, Calif.
16—Hoosier State Press Association Advertising Conference. Holiday Inn, Indianapolis.
17—South Dakota AP Association. Madison.
17-19—Central States Circulation Managers Association. Marriott Motor Hotel, Chicago.
17-20—INPA Eastern Region. Wychmere Harbor Club, Harwich Port, Cape Cod, Mass.
17-20—SNPA Foundation Seminar: The Military in a Democracy. University of North Carolina, Chapel Hill.
19-20—Illinois Daily Newspaper Markets publishers meeting. Holiday Inn East, Springfield.
21-22—Allied Daily Newspapers. Alderbrook Inn, Hood Canal, Union, Wash.
21-23—INPA seminar. Camelback Inn, Scottsdale, Ariz.
21-23—Interstate Advertising Managers' Association. Sheraton Motor-Inn, Hagerstown, Md.
22-24—Marine Corps Combat Correspondents Association. Washington Hilton, Washington, D.C.
24-27—INPA Southern Regional conference. Playboy Plaza, Miami, Fla.
24-27—American Association of Sunday and Feature Editors. Sheraton Islander, Newport, R.I.
27-29—Pennsylvania Newspaper Publishers Association. Penn Harris Motor Inn, Harrisburg, Pa.
29-30—Nebraska AP meeting. Holiday House, Beatrice.
30-Oct. 1—Advertising Executives Association of Ohio Daily Newspapers. Pick-Fort Hays Hotel, Columbus.
30-Oct. 1—AP Society of Ohio. Hollenden House, Cleveland.

OCTOBER

1-3—Inter-State Circulation Managers Association. Wilson Lodge, Ogleby Park, W. Va.
2-3—UPI Editors and Publishers conference. Statler-Hilton Hotel, Washington, D.C.
6-8—Illinois Daily Newspaper Markets Classified Advertising seminar. Holiday Inn East, Springfield.
6-9—Theta Sigma Phi. Marriott Hotel, Houston, Tex.

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BRISTOL HERALD COURIER

(A WORRELL NEWSPAPER)

Rated Top Newspaper In Virginia

The Virginia Press Association — now in its 90th year — looked to the Pennsylvania Newspaper Publishers Association to judge the competition in this year's "Better Newspaper Contests."

Made up of nearly every daily and weekly newspaper in the Old Dominion, the VPA divides newspapers into various categories according to circulation for the annual competition.

The Herald Courier, year in and year out, competes in the "over 30,000 circulation" category, which includes the Richmond Times - Dispatch (Virginia's largest daily), the Richmond News Leader, the Newport News Daily Press, the Norfolk Ledger - Star and the Roanoke Times - World News.

VIRGINIA PRESS ASSOCIATION

EXCELLENCE FRONT PAGE

1st—Bristol Herald Courier
2nd—Newport News Daily Press
3rd—Norfolk Ledger-Star

EXCELLENCE GENERAL MAKEUP

1st—Bristol Herald Courier
2nd—Richmond Times-Dispatch
3rd—Richmond News Leader

EXCELLENCE PRESS WORK

1st—Bristol Herald Courier
2nd—Richmond News Leader
3rd—Richmond Times-Dispatch

EXCELLENCE DISPLAY ADVERTISING

1st—Roanoke Times
2nd—Bristol Herald Courier

EXCELLENCE SPECIAL SECTIONS

1st—Richmond News Leader
2nd—Richmond Times-Dispatch
3rd—Roanoke Times

SWEEPSTAKES WINNER — Bristol Herald Courier

In every contest there's a "top dog" . . . one newspaper standing head and shoulders above the rest because the newspaper has won almost everything it entered. In the "over 30,000" circulation class, the Bristol Herald Courier did just that in 1971. Because the Herald Courier won three first places and one second place (the special sections category was not part of the competition) the Herald Courier is the 1972 Sweepstakes winner - the top metropolitan newspaper in Virginia.

These most recent awards illustrate the emphasis Worrell Newspapers places on editorial excellence in the 25 newspapers it operates in 11 states. In addition to the Herald Courier, other newspapers in the Worrell Group receiving high honors in the 1972 competition were The Southwest Times (Pulaski, Va.), Sweepstakes Award in its circulation class, and the Suffolk (Va.) News-Herald, First Place for Excellence of Front Page and Best Special Section.

Winner of the Roy W. Howard Award for 3 Consecutive Years

The public service role of a newspaper in a free press society imposes a serious responsibility. The Greensboro (N.C.) Record, a Landmark newspaper, has few peers in demonstrating measurable and positive response to such a challenge.

In 1970 it fought vigorously for things that are important to the citizens of Greensboro and Guilford County . . . spotlighting water and air pollution, and efforts to overcome them; drug problems, and community awareness of them; inadequate funds for public schools; desegregation; putting children in jail with hardened criminals; poverty programs; downtown rejuvenation; and many more.

This fight earned for The Record its third consecutive Roy W. Howard National Award — the first newspaper to be so honored — in competition with other daily papers throughout the country.

The Record, like the other seven Landmark newspapers, thoroughly informs the community. It also works to make it better.

We think that's a pretty good way to measure its value.

LANDMARK
COMMUNICATIONS, INC.

150 W. Brambleton Ave., Norfolk, Va. 23501

The Virginian-Pilot. Ledger-Star. **Norfolk, Va.**
The Roanoke Times. The World-News. **Roanoke, Va.**
The Greensboro Daily News. The Greensboro Record. **Greensboro, N. C.**

LANDMARK = Quality Newspapers

CATCH-lines

By Lenora Williamson

THOSE MISPLACED, SUMMER MODIFIERS — Herb Caen's column in the *San Francisco Chronicle* reports the following art note appeared in the *Burlingame* (Calif.) *Advance-Star:* "Vincent Van Gogh, whose paintings attracted 60,000 to San Francisco's de Young Museum, will be exhibited at Tanforan Park through August 12." To which Herb appended: "In a cool, dry place, one hopes."

* * *

SINCE LAST SPRING when Catch-lines used a heady head from the *Stamford* (Conn.) *Advocate* desk of Charles Thurau, he has turned out good heads and "some pretty crumby ones, too" by his own admission. Charles sends along another that should be sent to the type error column "but I was too chicken to send it there because maybe the boss would find out." For a story about public utilities commission chairman Howard Hausman's statement on Stamford bus service, the published version went like this:

"Hausman:
Speed Up
Bust Study"

* * *

SHE SMASHED A FOOT during a home accident July 4th, but syndicated columnist Alice Widener kept a commitment to speak for Tulsa Junior College English classes. The *Tulsa Tribune* ran a 4-column of Alice sitting in a wheel chair at the lecture table, along with her answer to the family's request that she not travel. "I told them," said the columnist, "this was the only time I could be sure of not putting my foot in my mouth."

* * *

BUZZ OFF! shouted the *Detroit Free Press* head for Jim Neubacher's punny lead: "Patrolman Lawrence Szynkowski found out Friday what it means to buzz the fuzz." The story of yellow jackets' invasion of a patrolman's new station wagon was illustrated with Ira Rosenberg's photo of an exterminator at work. Angry survivors hovered near the car, so Jim concluded the patrolman did have one less worry about the car. "Nobody was going to try to steal it."

* * *

'AIR CONDITIONING? . . . That Line's Busy' declared the breezy *Richmond* (Va.) *Times-Dispatch* head for one of the typical rush-on-air-conditioning-sales stories during the East Coast heat wave.

* * *

• DOT AND DASH is the *Ravenna-Kent* (Ohio) *Record Courier* column by Dotty Lane, fashion editor.

* * *

HOW'S THIS GREAT IDEA working out? At the back of the Summer issue of *The Masthead*, National Conference of Editorial Writers president Charles J. Wellner, *Lockport* (N.Y.) *Union-Sun & Journal*, writes about members exchanging editorial pages. The idea has been for each to send a tearsheet of his editorial page to another member each day, starting with the name immediately below on the membership list.

Charlie was reminded to remind members to do this daily assignment when Robert S. McCord, associate editor of the *Arkansas Democrat*, Little Rock, lamented he seldom gets more than one exchange page a month. "This is a greatly appreciated activity for people like me in the boondocks where it is very difficult to get to see newspapers from different parts of the country." It boggles the mind to figure out where this brilliant, professional operation has broken down and/or who is getting all those editorial pages in one giant chain-editorial page-pile-up.

* * *

THE WORLD OFFERS FEW SUCH MELANCHOLY SIGHTS to a copy desk man as that of a press spewing out newspapers at the rate of thousands an hour, each of which contains an incorrect headline he authored, comments Joe Ray, former editor of the *Springfield* (Mo.) *Daily Events.*

To our
good friends
and
Pennsylvania neighbors,

the Allentown Call-Chronicle Newspapers and the Chambersburg Public Opinion, our everlasting gratitude for coming to our rescue when the great flood of June 23, 1972, overwhelmed us and knocked us out of business for the first time in our publishing history.

Words, the life blood of our business, simply are not adequate to express how much we and our readers owe you for your generosity and thoughtfulness during our period of crisis.

Gentlemen, we salute you, and thank you sincerely for proving once again that the newspaper publishing business is made up of the finest people to be found anywhere.

The Patriot
The Evening News
Sunday Patriot News

Editor & Publisher

® THE FOURTH ESTATE

Robert U. Brown
Publisher and Editor

James Wright Brown
Publisher, Chairman of the Board, 1912-1959

Public service of the mails

For 178 years Congress provided specific and precise encouragement and assistance for the national distribution and wide dissemination of newspapers and magazines. Historically, Congress has provided these publications with the benefits of favorable rates in the use of the U.S. mail. Since 1792, the low postal rates which have been set by Congress for distribution of printed publications through the mails have been recognized as justified by the educational function and contribution to the self-governing aspect of citizenship provided by those publications.

In the last two years since Congress passed the Postal Reorganization Act of 1970, managers of the U.S. Postal Service have pursued the philosophy that this formerly-recognized public service should be ignored and that each classification of mail should be made to pay its own way according to a cost allocation formula. As a result, newspapers and magazines that are distributed through second-class now face an increase of 127% in their rates over the next five years unless Congress does something about it.

With S. 3758 introduced by Senator Gaylord Nelson of Wisconsin, Congress now has an opportunity to restate the public service principles which guided the postal service heretofore under congressional direction for the benefit of the people. The free flow of ideas and information is threatened to be stifled if Congress does not act.

Lottery news and ads

A majority of the people in seven states have voted to establish a public lottery. But Federal lottery laws restrict the right of these voters to be informed through advertising and news coverage of the fund-raising device they have approved.

The Michigan lottery will be launched late this year. Other states already conducting them are New Hampshire, New Jersey, New York, Connecticut, Massachusetts and Pennsylvania. It is likely that the lottery program will spread to other states.

The House Judiciary Subcommittee has approved Bill H. R. 2374 which would amend the U.S. Code to exempt state-organized and conducted lotteries from the federal lottery laws to permit advertising and unlimited news coverage, but the full committee has not cleared the bill for floor action. Why not? The framers of the lottery laws did not contemplate there would be voter-approved and state-operated lotteries. It is an anachronism that a federal law should restrict the flow of information to voters about an issue on which they have expressed their approval at the polls.

Guild endorsement

Not all have been heard from, but a lot of Guildsmen around the country have protested the endorsement of Sen. McGovern during the Democratic Convention by the Guild president and International Executive Board. Some Guildsmen have taken paid ads to state their position. Others call for a national referendum to rescind the action. Since some politicians have already made capital of the endorsement to support their unsubstantiated charges of bias in reporting, it is a question whether a reversal of the IEB action will undo the damage already done by its unprecedented act.

Charter Member, Audit Bureau of Circulations
Member, American Business Press Inc.

6 Mo. average net paid June 30, 1972—25,056
Renewal rate—75.97%

The Oldest Publishers' and Advertisers' Newspaper in America

With which have been merged: The Journalist established March 22, 1884; Newspaperdom established March, 1892; the Fourth Estate March 1, 1894; Editor & Publisher, June 29, 1901; Advertising, January 22, 1925.

Executive Editor: Jerome H. Walker.

Associate Editors: Robert C. Davis, Craig Tomkinson, Jerome H. Walker Jr., Lenora Williamson.

Midwest Editor: Gerald B. Healey.

Washington Correspondent: Luther A. Huston.

Advertising Manager: Ferdinand C. Teubner.

Sales Representatives: Christopher Lassen, Donald L. Parvin, Richard E. Schultz, Earl W. Wilken, Jay L. Williams.

Advertising Production Manager: Bernadette Borries.

Assistant to the Publisher and Promotion Manager: George Wilt.

Circulation Director: George S. McBride.

Classified Advertising Manager: Virginia Ann Stephenson.

Marketing and Research Manager: Albert E. Weis.

Librarian: Adelaide Santonastaso.

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Los Angeles: 1830: West 8th Street, 90057. Phone: 213-382-6346. Scott, Marshall & Sands Inc. Advertising Representatives.

San Francisco: 85 Post Street, 94104. Phone 415-421-7950. Scott, Marshall & Sands Inc. Advertising Representatives.

Washington: 1295 National Press Building, Washington, D.C. 20004. Phone: 202-628-8365. Luther A. Huston, Correspondent.

London: 23 Ethelbert Road, Birchington, Kent England. Alan Delafons, Manager.

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SMALL-TOWN JOBS

Your "Shop Talk At Thirty" (July 8) was the most valuable piece of literature I've seen on the subject of new J-grads and the small-town weekly jobs.

Pat Mitchell shows a wonderful understanding of the situation and I wish every freshman journalist would read the article. I wish I'd read it when I started out in college, and paid close attention to the idea contained.

It is rough to train anyone at today's salaries, and the other related professions of teaching and the like pay more, but nothing pays off more in experience. I am a lucky sort who found one of those publishers willing to give me a shot at the practical application of my chosen field. The things I've picked up I couldn't have bought or stolen anywhere else.

You and Pat Mitchell have the commendation of a recent grad who hopes he'll be an old editor with something to teach, and someone to teach it to someday. Thank you for a great bit of truth.

ROBERT W. HOUSE

Editor,
Gonzales (Tex.) *Inquirer*

* * *

ANDERSON'S SERVICE

If Jack Anderson was given the Pulitzer prize because of his ability to write a coherent sentence or manifest the slightest trace of literary style then the prize was a mistake.

But Anderson, in his stolid Utah Mormon School of Journalism style, did us cynics a service by again proving for the millionth time that the Nixon-Johnson administrations were not about to forge upon the smithy of their soul the uncreated conscience of the United States.

The Pentagon Papers were nothing new. They just proved that the government knew what it was doing in our Holy War in Asia but was reluctant to share this honor with the taxpayers.

When I was a working newspaperman the governmental bureaucrat and elected official was regarded in the same light as the child molester and thug who robbed Clark Gas stations.

TED ASH

Oak Forest, Ill.

* * *

WOMEN'S PAGES

I am amazed that Dr. Robert Murphy, director of the University of Kentucky's school of communications, received no support for his suggestion that women's page-type segregation of subject matter is archaic, as stated by your (July 15) article concerning the women's page seminar at his school.

The article, by Sandra Kelly, suggested that many women's pages, changed in format to features pages, have gone too far, and thus are "directed at no one in particular."

The suggested answer to this situation was "producing a women's section that reaches its public's interests and changing lifestyles and still retains its 'people-oriented' coverage."

This suggestion is actually a contradiction, since it makes little sense to produce "people-oriented" articles for a section that is clearly directed to one readership segment. It is the same attitude that makes most women avoid the sports section or the average worker avoid the business page, even though these sections may contain articles of general readership interest.

The revolution in the lifestyle and status of women is not best served in the newspaper medium by lumping such material on one page. This is, after all, relegating that material to one readership segment and therefore one role, and breaking down established and outmoded roles is what Lib—Women's, Men's or otherwise—is all about.

Stories on the women's revolution should land logically in a general features section because of its great impact on the general style of contemporary living. Men's lib articles belong there, too.

But stories on the average salaries of women being significantly lower than those of men shouldn't automatically be relegated to a women's page, when they more appropriately may belong on the business page. The same attitude should apply to features on women sports figures.

The answer to the problem of upgrading the material of special interest to women is not to segregate it into one section, and therefore predirect the eyes of women readers. Instead, women should be encouraged that the entire paper is for them, not just what their husbands cast aside. At the same time, men will have material placed before them that they never before realized they might like to read.

MARGARET A. CRABTREE

Morning News,
Wilmington, Delaware

* * *

NEW WRITING COURSE

I have just completed reading "Editors criticize J-schools' curricula at symposium." I was somewhat irritated at one particular point.

The particular point was: "The educators *admitted* the course (freshman English) has become almost exclusively literature oriented. . . ." This was in response to a complaint that Journalism students on the whole have a poor command of the English language.

At the University of Tulsa, the Department of Communications, which houses Journalism, learned that it would have to take steps to insure its students of full exposure to the language, without relying on other departments. We here do not accept the indictment handed down by the SNPA seminar.

The department has instituted a new course, Writing for the Mass Media. It is a prerequisite for all students in print or broadcast journalism. Our students must complete this course with satisfactory marks or they cannot proceed through the journalism curriculum. The course's purpose is to brand the students with this realization: "In the beginning is the sentence. Its elements are complete, and the words are spelled correctly."

The course will have a student mortality rate of about 40 percent during the summer term of this year.

Although some of your SNPA seminar panelists may find it surprising, our students understand voice, mood, case, proper use of figures of speech, and other subtleties of the language. They also know that a sentence has a subject and verb, and they recognize a dictionary when they see one—that is, any dictionary other than Merriam-Webster's Third International.

DALE SPEER

Adjunct Instructor of Journalism, University of Tulsa, Tulsa, Okla.

* * *

PHONE CUSTOMS

Roy Copperud (July 15) was not as good on telephone usage as he usually is on word usage. His fix against the phrase "May I tell him who's calling?" is unwarranted. True, that is an unfortunate wording, but let him come up with something better.

It is not true that the "Great Man" proves his unfitness for his job if he needs to know in advance who's calling. He is entitled to be on an equal basis with the caller, who knows exactly whom is calling and what he wants to talk about. The caller may be any one of thousands of mere acquaintances and to sort them out instantly is impossible. It also consumes time and breeds misunderstanding.

My complaint is that girls who answer the phone all day often run their words together so swiftly that you can't be sure you dialed the right number. It may go something like this: NationalCarRentalSystemLicensee.

DAN L. BEEBE

Editor-publisher,
Mercury-Register,
Oroville, Calif.

Short Takes

One motorish reported seeing a roadway "covered with snakes" as he drove through the flood-stricken area. — *Cecil* (Md.) *Whig.*

* * *

The heroin was found in 10 stamp-sized packets stashed in the sample boson of P. . . A. . . S. . . when she was booked . . . *Charlotte* (N.C.) *Observer.*

* * *

New York police are planning a crash course for liplomats in the urban art of how to avoid being mugged.—*Passaic* (N.J.) *Herald-News.*

* * *

Mixed reactions were expressed concerning cold dorms for college students. Miss B. . . feels they are "too much of a temptation" . . . — *Allentown* (Pa.) *Evening Chronicle.*

* * *

The North Carolina National Guard may recruit female nurses this fall into the formerly all-mate Army Guard . . . —*Wlimington* (N.C.) *Morning Star.*

* * *

(E&P pays $2 each for amusing typographical errors found in newspapers and reprinted here.)

When a reporter *doesn't* report, it sometimes makes better news stories

For about two years, The New York Times has had a Reporter-on-Campus program. Or perhaps it should be called a non-program. There are no rules, no schedules to follow, no guidelines, no deadlines.

A Times reporter goes to a college or university campus for a few days. And lives there. There is no assignment. No story to file. The reporter just talks with students and faculty. And listens. In fact, does a lot of listening.

Why? So the men and women who write for The New York Times really know what's being thought about and talked about...now. Especially among young people.

It's like a quick, brush-up course on perception, pertinence and relevance. Which makes for more perceptive, pertinent and relevant stories in The Times.

Naturally, that makes The New York Times a continuingly better newspaper. For all of its readers.

The New York Times

Guild's chairman chastises critics of political stance

James F. Woods, chairman of the Newspaper Guild, chastised this week those members who are joining in the chorus of criticism of the union's leaders for endorsing the candidacy of Senator George S. McGovern for the Presidency.

"It is an insult to suggest that any reporter's objectivity or honesty is compromised by the endorsement," declared Woods, state editor of the *St. Louis Post-Dispatch*. "Those who take up this cry are doing a disservice to the profession."

The titular leader of the Guild defended the action taken by Charles A. Perlik Jr., salaries president, under the authority voted by the recent national convention of the union. (E&P, July 22). On a conference telephone call, he said, 14 of the 15 members of the International Executive Board agreed to announce the Guild's support for the Democratic Party's nominee. One Canadian member abstained.

Newsmen had major voice

The preponderance of (9 to 5) of those participating in the vote, Woods pointed out, work on the news side of the business. He listed them as follows: two reporters, two photographers, a travel writer, a financial writer, a copy editor, an assistant city editor, a state editor, a circulation supervisor, an advertising salesman, and two Guild officers who come from the business office.

News writers, Woods noted, constitute a minority of the union membership.

Woods recalled the discussion at the Guild convention (E&P, July 8) in San Juan which led him, as the presiding officer, to understand that it was "a definite sentiment" that the union's officers (IEB) should endorse the Democratic nominee, "unless it turned out to be George Wallace."

"At the time," Woods said in a telephone conversation with E&P, "there appeared to be little doubt that McGovern would be nominated but the delegates left it open. They rejected a resolution flatly calling for endorsement of McGovern, on the belief that the Democrats could have come up with someone else and "that would have left egg on our faces." Then they adopted a resolution instructing the IEB to endorse a candidate 'after the conventions.' The vote was 220 to 114.

"There was no question that the Guild would endorse Nixon, so the IEB didn't wait for the Republican convention."

Editorial hits 'inept' action

The Post-Dispatch, in an editorial, called it "a singularly inept and unfortunate action" and criticized the Guild for breaking its 40-year tradition of neutrality in presidential elections. The editorial asserted that Administration officials would capitalize on the Guild endorsement of McGovern, offering it as evidence that the press is biased against Nixon.

"Such a charge would be untrue," said the editorial, "for the Guild has little if any influence on the professional performance of its members. But it will be a nuisance to Mr. McGovern and an unnecessary burden on the men and women reporting the campaign. The Guild ought to have had better sense than to impose these on both its preferred candidate and its members."

Guild leader's reply

Two days later the Post-Dispatch published a letter from Woods. He wrote, as follows:

"Your editorial condemning the Newspaper Guild for endorsing Senator McGovern was amazing, mainly because it accepted a prevalent fear syndrome—a rare fault in the Post-Dispatch. You don't quarrel with the candidate but fear what Nixon, Agnew et al may say about the endorsement and the honesty of reporters.

"If the news media would spend more time and effort in fighting Agnew or at least ignoring him the country would be better off. He'll charge it regardless of what the Guild does.

"It is an insult to any reporter to question his fairness and objectivity because an organization of which he is a member takes a specific action. The old chestnut, used in the formative years of the Guild, that a reporter would be suspect if he belonged to a union was laid to rest long ago. This new one should be interred with it. Reporters actually are a minority in the Guild.

"This election is of great importance to working people and all citizens should take a role . . . While the AFL-CIO leaders generally opposed the McGovern nomination, at least one segment supports him.

Control rests with employer

"If a reporter's efforts were to be controlled it would be by his employer, not the Guild. Why then is it proper for a newspaper to endorse a candidate without its reporters being suspect but improper for the Guild?

"In the Guild's constitution its purposes include 'to guarantee, as far as it is able, constant honesty in news, editorial, advertising and business practices, to raise the standards of journalism and ethics of the industry.' We believe that and adhere to it."

Newspaper editorials generally conceded that the Guild had a right to endorse candidates, as other labor unions do, but pointed to the danger that such action shakes the reader's trust in news reporting.

At the same time there was a groundswell of objection to the Guild leaders' political action from the rank and file, mainly members in the newsrooms.

Woods remarked that the tumult appeared to be centered in Washington. Leaders of the Washington-Baltimore Guild, which has 2,300 members, have opposed the International Officers and their policies for some time.

Charles Hughes, an AFL-CIO public relations staff member who is president of the Washington local, said its executive board had taken sharp issue with Perlik's premature announcement. In a statement the board declared Perlik had no right, under the action taken at the Guild convention to announce an endorsement until after the Republican Convention.

"Perlik's action," the board stated, "binds no member of the Washington-Baltimore Newspaper Guild and commits none of its resources to any candidacy."

In the *Washington Star-Daily News* of July 26 an ad stated that the signers (reporters, editors, photographers, librarians, advertising sales people and other Guild members) believed the endorsement "under cut public trust in our credibility, earned by the conscientious strivings of generations of hard working newsmen and newswomen."

The signers included 81 Star-News staffers, two from the *Washington Post* and one each from the *Chicago Sun-Times* and Reuters.

The Star-News said editorially, "We view the episode as a temporary aberration rather than a reflection of the true position of the Guild's 33,000 members."

Action denounced in ad

A $1200 ad in the *Washington Post* (July 23), signed by nearly 300 Washington-based reporters and editors, mostly Guild members, announced they "hereby disavow and public disassociate ourselves from the endorsement by the Newspaper Guild (AFL-CIO) of any candidate for any office at any time or place . . .

"We in the news buiness have an obligation to inform the public. The fulfillment of this obligation depends on maintaining credibility with the public.

"The Guild has no business interjecting its members into a partisan political role. Its efforts to do so demean us as professionals whose hallmark is fairness. It ties us to a political decision we personally may or may not favor."

The ad was arranged by Haynes Johnson and J. Y. Smith of the Post, whose

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Conciliatory note in Agnew's talk to press group

Vice President Spiro T. Agnew, virtually assured of renomination as President Nixon's running mate at the Republican convention next month, indicated in a speech to a newspaper group (July 22) that he would be willing to let bygones be bygones in the conflict between government and press which was inflamed by his own rhetoric in the past three years.

"The substance of my remarks," he told a joint convention of the National Newspaper Association and the Oregon Newspaper Publishers Association at Portland, "is that we all, whether government official or editor, might do well to forego harangue and cliche in favor of discussion based on reason and public interest."

Both the government official and the editor, he declared, has responsibilities—and fallibilities as well, and each must never forget that under the American system of government every right and power has its countervailing right and power.

Responsible surveillance

Agnew conceded that the government official's right and power to administer the office is and should be subject to the responsible surveillance of an independent press. The public interest, he said, is enhanced by such journalism.

"In similar fashion," he went on, "the people's right to know is not threatened by government policy implemented on behalf of a demonstrated national interest involving all the people's rights, any more than it is threatened by the countervailing right-of-privacy of individuals which is basic to every American; or by the right of a fair trial, including secret grand jury hearings.

"In each of these cases, we recognize that one right if offset by the paramount importance of another right in affecting our society and its values. We must never forget that the preservation and advancement of these values is our proper concern.

"Toward this end, the time is long overdue in considering our rights, duties and responsibilities, for government officials and newspapermen alike to begin thinking in terms of Twentieth Century realities rather than bygone conflicts between state and press."

Longtime disagreement

Agnew prefaced these remarks with a note that he was not alluding to the relationship between the press and the Nixon Administration, specifically. He reminded the audience that the basic disagreement ran through the history of the government.

"Unfortunately," he remarked, "efforts to discuss the issues involved in this relationship too often lend toward cliche and reflex response rather than reason and thoughtful communication. In this regard, the record shows that hyper-sensitivity to criticism is in abundant supply on both sides."

Throughout history, he said, there have been elements of the press which have placed their own interests ahead of the public interest—just as there have been candidates and officials who have done the same.

Praises "grass roots" press

The Vice President praised the "grass roots" press, represented at the meeting, and said it gave the answer to those who argue that the printed word is going out-of-style as a medium for communicating news information.

He observed that attention has been focussed on the tragic demise of central city dailies—the latest being the *Washington Daily News*—while the print news media in other areas remain vital and growing.

The Vice President's sharpest criticism of the news media was voiced in two speeches at Des Moines and Montgomery late in 1969 and early in 1970. The core of his charges was that the press was biased, unfair and hostile to the Nixon Administration and recreant in its duty to give the public both sides of controversial issues. The burden of the media's response was that Agnew was trying to intimidate the press (particularly the broadcast media), stifle dissent and destroy press freedoms.

By the end of 1970 there was evidence that the Vice President wanted to "cool it" with the news media. He told the Associated Press Managing Editors in Honolulu that he was not a chronic whiner about all news media and said he regarded America's press as the best and the strongest in the world.

His "highest hope" in daring to speak his mind about the press, he said, was "to get the industry to appraise itselt critically" and he believed it was doing that.

Guild endorsement

(*Continued from page* 9)

staffers led in number of signatures. Other signers included employes of the Associated Press, United Press International, *Baltimore Sun*, *New York Times*, *Washington Star-News*, and other Washington bureaus and news services.

Before the ad appeared, some 200 reporters and editors of Washington's two daily papers had signed petitions to disassociate themselves from the endorsement.

Nicholas von Hoffman's syndicated commentary in the Washington Post (July 24) termed the endorsement "a silly deed." His name was among those on the ad. The commentary column as run by the *Boston Globe* July 25 was headed, "Newspaper Guild betrays us."

'Passions are deep'

Ben H. Bagdikian, assistant managing editor and ombudsman of the *Washington Post*, in a July 24 commentary noted: "It's ironic that the AFL-CIO refused to endorse a presidential candidate for the first time in its history the same week that the Newspaper Guild, thought of as the reporters' union, did endorse a candidate (George McGovern) for the first time in its history . . .

Noting the ad in the Post, Bagdikian observed: "Passions in the dispute are deep. There is even talk of taking action under Guild rules to hold a membership referendum to rescind the endorsement, which would take a vote by 11 locals representing at least 5 percent of national membership . . .

"The chief argument against the endorsement is that it makes reporters vulnerable to additional attack for alleged bias. It has already been seized by enemies of the press and used in precisely that way. Barry Goldwater did it in a speech July 19 . . ."

Bagdikian suggested it is "hard to see any definite gain for the Guild or reporters or even McGovern" and said: "Most publishers of newspapers are going to endorse Nixon (80 percent of endorsing publishers in 1968 did and 85 percent when Mr. Nixon ran in 1960. These are the men who pay the reporter his salary, decide on his promotions and make or break his career. If it's believed that the union chieftains can tilt the reporter one way, it is as logical to suppose that the reporter's concern for his own career will tilt him his publisher's way."

Call to rescind action

San Diego Guild voted to ask the IEB to rescind the endorsement and "to apologize publicly for its venture into partisan politics."

Similar expression of dissent with the IEB came from members at the *Minneapolis Star* and *Minneapolis Tribune*.

It was reported that 200 Guild members at the *New York Daily News* signed a petition demanding the endorsement be rescinded since it "was in conflict" with the Guild's traditional neutral stand on candidates.

Sigma Delta Chi's Washington chapter executive board, in a statement signed by its president, Samuel F. Yette, declared: "The right of any individual in the working press to adopt whatever private political sympathies he chooses does not extend to the public exhibition of those views by groups or persons who have chosen as a profession the unbiased communication of ideas and events."

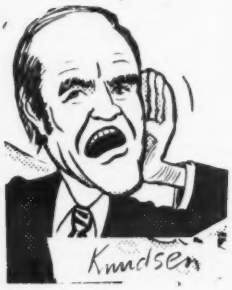
A *Baltimore Sun* editorial sided with the view that the endorsement "could appear to compromise the objectivity of news reporting."

Perlik commented on the rash of criticism:

"We will be delighted to defend the fairness and objectivity of the people who convey the news of the country and the world to the public against anything Barry Goldwater can say against them."

President Nixon's campaign director, Clark MacGregor, was quoted in a UPI report as stating that the action of Guild members in "disavowing" the endorsement "deserves the acclaim and applause of every American citizen who relies on newspapers as a source of information on the important issues of our day."

Jim Morgan in the Spartanburg (S.C.) Herald Journal



653 attend NNA-ONPA meeting; Cornwell named

653 newspaper people, including publishers, editors, printers and managers attended a joint convention of the National Newspaper Association and the Oregon Newspaper Publishers Association last weekend in Portland, Ore.

The meeting was the 87th for NNA and the 85th for the Oregon group.

1972-73 officers elected by the NNA members included Jim M. Cornwell, publisher of the *Murray* (Utah) *Eagle*, president; Walter V. McKinney, executive editor, *Hillsboro* (Ore.) *Argus*, vicepresident; Richard Campbell, publisher of the *Jensen Beach* (Fla.) *Sun*, secretary-treasurer.

James F. Cooper, *Taylorville* (Ill.) *Breeze-Courier*, described for the convention how his family-owned newspaper, averaging 12 pages a day, took about a year to switch from hot type and letterpress to a cold type, offset system, using five IBM Selectric typewriters, Datatype scanners, Hendrix terminals and two Compugraphic 9000's to produce a newspaper on a Goss Community press.

He said nearly every one of the paper's 25 employes was being instructed in the new equipment and methods. The new processes had resulted in "breaking just about every record in the shop—linage, circulation, time, you name it," he said, "and they are paying for themselves, too."

Improvement ideas

Tom Anderson, *Globe* (Ariz.) *Record*, suggested that to publish a prize-winning newspaper the first step was to take a look at personnel, equipment and suppliers, and then evaluate, deciding which need to be improved first.

Bill Sniffing, a young editor of the *Lander* (Wyo.) *State Journal*, serving a county 150 miles across and with a population of 7,100, said the paper has been accenting photojournalism.

"We run lots and lots of pictures, and we run them big," Sniffin said. "We had a journalism instructor and 20 local people come in to teach eight of our people how to handle cameras."

Bill Rogers, *Swainsboro* (Ga.) *Forest Blade*, said the secret of his paper's success was in staffing with homegrown people and paying them well.

Gordon Glover, *Denville* (N.J.) *Citizen*, described the operation of his 8,500-weekly published in the suburbs 40 miles from New York City. He said the six-column front page carried one story from each of the six communities served by his paper. He added color (green) to the flag of a new Sunday edition to maintain identity after researching area newsstands and determining that green was the color least used.

Tom Stratton, *Albany* (Ore.) *Democrat-Herald*, said that pregnancy and marriage, not necessarily in that order, were the scourge of his 17-member composing room staff, all female and all young. His newspaper is printed on a Goss Urbanite.

The Albany Democrat-Herald, a daily with an 18,500 circulation, was presented the Charles A. Sprague Award of Excellence.

The Elmo Smith Award of Excellence went to the semi-weekly Hillsboro Argus and the weekly *Independence Enterprise-Herald* for their first place entries.

Second place winners for the general excellence awards of the Oregon association were the *Eugene Register-Guard*, the *Dallas Itemizer-Observer* and *Nyssa Gate City Journal*.

The *Roseburg News-Review*, the *Hood Rivers News* and *Vale Malheur Enterprise* captured third place plaques.

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McKinney and Amos awards are presented

A Virginia newspaperwoman and an Iowa publisher are recipients of two top awards presented annually by the National Newspaper Association.

Lois D. Watkins, publisher of the *Herald-Progress*, Ashland, Va., received the Emma C. McKinney Memorial Award in ceremonies during the NNA convention (July 22) at Portland, Ore.

Dick Westerfield, publisher of the *Fayette County Union*, West Union, Iowa, received the Amos Award of Merit. He is a past president of NNA.

Mrs. Watkins, who began her newspaper career when her husband brought the Herald-Progress in 1933, received the McKinney Award in recognition of her "personal accomplishment as a community newspaper publisher," and "her leadership roles in her community, in her state, and among her fellow newspaper editors and publishers." She is a past president of the Virginia Press Association.

Westerfield received the Amos Award in recognition of "his personal interest in and contributions to the community newspapers of Iowa and his national leadership through the National Newspaper Association."

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Two ad agency chiefs active in fair campaign

John E. O'Toole, president of Foote, Cone & Belding, and Eugene F. Novak, president of Rumrill-Hoyt, have been elected to the board of directors of the Fair Campaign Practices Committee, Washington, D.C.

Both are members of the American Association of Advertising Agencies' Committee on Improving Advertising. Their election to the board followed their recent work in preparing a *Statement on Political Advertising* for the 4A's, as well as the creation of a symbol for the FCPC. The symbol is an open, raised hand, across the palm of which is the phrase "Fair Campaign Pledge." Its use in political advertising is limited to those candidates who sign and subscribe to the Fair Campaign Practices Code of Political Advertising.

Great Bend Tribune joins Morris group

The *Great Bend* (Kans.) *Tribune*, a 12,500-circulation, 96-year-old daily newspaper, was sold July 19 to the Morris Newspaper Corporation of Savannah, Ga.

Ownership of the Great Bend Tribune passed from a corporation in which the controlling interest was held by the Kansas City Star Co. The purchase was for cash and the price was not disclosed.

"No staff changes are planned and there will be a continuing policy of local news coverage of Great Bend and its surrounding territory," Morris said.

Paul V. Miner, president of the Star, explained that the sale did not involve the *Golden Transcript*, a daily newspaper published at Golden, Colo., which is a suburb of Denver.

He said Ben H. Emerson, publisher and general manager of the Great Bend Tribune for 23 years, has a minority interest with the Star in the Colorado operation and will continue that association.

Emerson's son, Jerry, is editor and general manager of the Transcript.

Ben Emerson will not be a part of the new ownership of the Tribune, but will remain in Great Bend for an indefinite period to assist with the transition to the new ownership.

The purchase brings to nine the number of newspapers owned and operated by the Georgia-based group, headed by Charles H. Morris as president.

In the Morris group are the *Statesboro* (Ga.) *Herald*; the *DeLand Sun News*, the *Key West Citizen*, the *Deltona Enterprise* and the *New Smyrna Beach News*, all of Florida; the *Murfreesboro Daily News Journal* and the *Rutherford Courier*, both in Tennessee; and the *Manteca* (Calif.) *Bulletin*.

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8 conferences listed at Washington Center

The Washington Journalism Center will conduct eight Conferences for Journalists from September, 1972 through June, 1973, Julius Duscha, director of the center, announced. Each conference will last four days in Washington.

Participation in each conference is limited to a small number of editors and reporters, generally not exceeding 20.

Topics and dates for conferences are:

School Crisis—September 25-28.

Defense and Disarmament—October 24-27.

Welfare Programs and the Poor—December 4-7.

Paying for Adequate Health Care—January 29-February 1.

Taxes, Tax Reform and the Economy—March 6-9.

The Environment—April 10-13.

The Making of Foreign Policy—May 21-24.

The topic for the eighth conference, June 25-28, will be announced later.

Further information about the conferences can be obtained by writing: Washington Journalism Center, 2401 Virginia Avenue, N.W., Washington, D.C. 20037.

Eagleton health story broken by anonymous tip

By Davis W. Merritt

A still-unknown telephone caller who claimed he wanted to help tried two weeks ago to tell George McGovern's campaign strategists about the psychiatric history of his running-mate but was dismissed as a crackpot.

Instead, it was not until a team of reporters from Knight Newspapers sought an explanation of Thomas Eagleton's hospitalization and therapy that the McGovern forces learned of Eagleton's medical background.

Torn and undecided, Eagleton himself had anguished over whether to tell McGovern of his past problems. McGovern had asked him in Miami Beach whether Eagleton had "any problem in the past" that he thought was significant.

Eagleton said no.

Privately, Eagleton had told his wife that he expected to be questioned about his psychiatric treatment and said he was prepared to answer. Yet he could not bring himself to tell McGovern until Knight Newspapers' reporters Robert Boyd and Clark Hoyt went to the McGovern camp themselves with the details of Eagleton's treatment.

The inquiry that led to Eagleton's startling disclosure began in Miami Beach, 24 hours after Eagleton was announced as McGovern's running-mate. As a matter of routine, Washington reporter Clark Hoyt was assigned to research Eagleton's personal and political background to write a profile of the man who would serve as McGovern's vicepresident.

Aware of rumors

Hoyt and other members of the Knight Newspapers Washington staff were aware of rumors of mental depression and possible alcoholism involving Eagleton but had no reason to believe the rumors were true.

Loye Miller, a Knight Washington Bureau political reporter, recalled that he had heard similar stories, including rumbles about hospitalization, when he was Midwest bureau chief for *Time Magazine* in the 1960s.

Hoyt went to St. Louis after the convention and, as a starting point, went to the files of the *St. Louis Post-Dispatch*.

On Monday, while Hoyt was still enroute to St. Louis for the Eagleton profile, John S. Knight III, and editorial writer for the *Detroit Free Press* and grandson of the group's editorial chairman, received a telephone call from a man he described as "very nervous."

The caller said that he was a McGovern supporter and knew that facts about Eagleton's medical history would surface during the campaign. He was anxious, he said, that the McGovern forces be prepared. He said that he called the Free Press because he felt it was a responsible newspaper which would handle the story properly.

But the caller didn't have complete information, only vague talk about electroshock therapy for what the caller said was "manic-depressive state with suicidal tendencies."

Paid no attention

The same caller, about the same time he called Knight, also telephoned McGovern's political director, Frank Mankiewicz and Gary Hart, McGovern's national campaign manager, and relayed to them the same information. Mankiewicz said that he and Hart paid no attention to the call.

"We get a lot of crank calls," he said.

(Asked later about the callers' description of his ailment, Eagleton said, "My doctor never used those terms to me." He also denied that he had ever contemplated suicide.)

Knight persuaded the caller to seek more information and call back. Then Knight, who did not know of Hoyt's St. Louis mission, called the Washington Bureau which contacted Hoyt to warn him that new information might be forthcoming and suggest he focus the investigation on the medical aspects.

The caller contacted Knight the next day to pass along the name of a St. Louis psychiatric hospital. An approximate date and the name and address of a person alleged to have been on the treatment team.

Hoyt went to the St. Louis address and got what could be considered only indirect confirmation—a refusal to discuss the matter couched in terms that strongly implied it was true.

Hoyt then began contacting St. Louis-area political associates of Eagleton from earlier years, maintaining an indirect approach about the medical situation. At least two of the contacts—one an officer of the committee to reelect the President, the other a Democrat—volunteered "facts" about Eagleton's hospitalizations, but neither mentioned electroshock therapy.

Two very short stories

Those hospital names and dates did not coincide with the caller's information or with two very short stories in the *Post-Dispatch* files referring to Eagleton hospitalizations for "Gastro-intestinal" problems and, later, for "sudden weight loss."

By Thursday, however, it seemed likely that at least some essential parts of the medical story were true. The question was, which parts?

Knight Washington Bureau Chief Robert Boyd was winding up a vacation in Northern Michigan and was scheduled to go from there to South Dakota on the weekend for a week's coverage of McGovern's campaign.

Eagleton, then in Washington, was due to confer with McGovern on campaign plans Monday in South Dakota.

Hoyt and Boyd hastily arranged to meet in Rapid City, S.D., near McGovern's Black Hills retreat, on Saturday night to go over Hoyt's lengthy memo on the illness. It was decided to go at once—before Eagleton arrived—to McGovern's top advisor, Mankiewicz, and then, if appropriate, to McGovern.

In a Sunday morning meeting, Boyd and Hoyt gave Mankiewicz a two-page summary memorandum outlining the main facts they had collected. Mankiewicz said that he and his staff had heard "rumors" about Eagleton, but had no specific knowledge of the sort Boyd and Hoyt had in hand.

Mankiewicz thanked them for coming to him first and promised to get back with them.

He then went to McGovern who called Eagleton to ask him about the records. Mankiewicz later showed or gave the Knight summary memorandum to McGovern and Eagleton.

Boyd and Hoyt met later in the day with Mankiewicz, who said that the records had been requested from St. Louis and the Mayo Clinic and that a session was being arranged with Eagleton when he arrived. He again thanked the Knight reporters for handling the matter "responsibly."

Boyd and Hoyt understood that they would be offered some corroboration from the records or from medical experts, that they would be given a private interview with Eagleton and that he would hold a press conference after the Knight stories had appeared in either Wednesday or Thursday morning newspapers.

Exclusive is lost

By Monday night, however, the arrangement seemed to be falling apart. By early Tuesday Mankiewicz was saying that Eagleton's arrival had been delayed and that the records would not be made available.

At mid-morning Tuesday, Mankiewicz went into a two-hour session with McGovern, Eagleton, their wives and a number of aides.

After this meeting, Mankiewicz told Hoyt and Boyd that Eagleton would hold a press conference within 20 minutes to disclose the medical history before any newspaper stories had appeared. Eagleton, he said, had insisted on the immediate press conference.

As a sort of "consolation prize," Boyd and Hoyt could have an interview with Eagleton after the press conference, on the way to the Rapid City Airport.

About an hour later, Eagleton had his press conference and the Eagleton-McGovern version of the story was out, on their terms.

After the session, McGovern told Boyd privately that he appreciated "the responsible way" the story had been handled.

He was then asked what he would have done if the Knight reporters had approached him directly, instead of going to McGovern.

Eagleton said, "I guess I would have told you the truth . . . but I probably would have tried to stall until, say, Thursday, so I could talk with Senator McGovern first."

Eagleton also said in the interview that he and his wife, Barbara, had discussed en route to the convention the possibility that if Eagleton got the nomination the therapy question would arise. They decided to say nothing and see what happened.

After the flood it's all-day and new on Sunday

By Jerry Walker Jr.

The Wilkes-Barre (Pa.) Publishing Co., publishers of the morning *Record*, and evening *Times-Leader, News*, has rebounded from the devastating floods wrought by heavy rains and Hurricane Agnes that left the valley city in rubble when the dikes failed to hold back the surging waters of the Susquehanna River, which flows through the downtown business district.

The paper resumed printing in its own plant on July 17. Since June 26, the papers had been publishing special combined flood editions using the facilities of the *Scranton Tribune* and the *Hazelton Standard-Speaker*. In the meantime, employes of the Wilkes-Barre papers were carrying on massive clean-up operations at the plant and at many of their homes.

Salvage operations were still in the process as John A. Hourigan Jr., vicepresident and secretary of the publishing company, took an E&P reporter on an inspection of the four-story building (July 20).

Hourigan, who, like other newspaper people spotted in the building that day was wearing an open sport shirt, old shoes and slacks, made particular note of the work performed by the employes to get the plant back in shape for normal operations. He said everyone worked for seven days straight and a half-day on July 4th to clean out muck and paper debris from the below-ground level where the press, newsprint and ink were stored and from the street level offices where the advertising department operated.

Cleaning up homes also

When they were finished at the plant, many teamed up to help those whose homes had been flooded, Hourigan said. Nobody was removed from the payroll during the period the paper could not print in its own plant. He said overtime rules were waived by the unions.

Even during the hectic days of composing the paper at Wilkes-Barre and sending mats by trucks with state police escort to Scranton and Hazelton for 32-page, adless papers, the publishers of this century-old firm were making plans for the future.

For on Wednesday, July 19, and only two days back in their own plant, plans were announced that effective July 30, it would start publishing a Sunday edition for the first time. The two morning and evening papers, which had been combined during the emergency period, will continue on a new schedule of a morning edition and an updated news edition on Monday through Friday and one edition on Saturday.

C. Wesley Boyle, advertising director, said the "old morning advertising rates" would be in effect for the all-day paper and all contracts will be honored until October 1. He pointed out that the papers had been sold on a combination basis in the past. Advertisers using the all-day paper will have to run in both morning and evening editions, he said.

The national ad rate for the Sunday edition will be 25 cents a line. An initial press run of 65,000 copies was planned for a four-section paper highly pictorial in content.

The decision to publish all-day and Sunday was made, the publisher said, for economic reasons and to maintain jobs for all employes. The decision won the approval of the craft unions.

The Sunday paper will pit Wilkes-Barre Publishing Co. in direct competition with the *Wilkes-Barre Sunday Independent*, a 52,407 (ABC) paper, owned by Helen J. Heffernan which is distributed mainly through newsstands. The Record and Times-Leader will be home-delivered to weekday subscribers, of which there had been 81,102 (ABC) prior to the floor period.

Editors are assigned

Harrison H. Smith, who was editor of the Record, has been installed as Sunday editor, and John Malloy, former city editor of the evening paper, has been moved up to managing editor. Smith continues as president of the publishing company.

James F. Lee, editor of the Times-Leader, News, has been named editor of the all-day paper, and Paul Arthur, city editor of the Record, is now executive editor of the combined paper.

Joseph F. Collis and Michael Kolesar, managing editors of the morning and evening papers, respectively, will have the same titles and duties under the new setup. Stanley Kieszek, swing man on the desk, has been promoted to city editor of the evening edition and David Phillips, assistant city editor, has been moved up to city editor of the morning edition.

Hourigan said the community was ripe with rumors immediately after the floods hit. For this reason, he said, it was imperative that the newspaper continue to publish despite inconveniences. The papers reassured residents and informed them where they could find food and shelter.

During the first four days the paper was printed in Scranton, no ads were accepted. Hourigan said this decision drew a few complaints from merchants who were not affected by the flood waters. The paper was able to take ads, all except classified which the paper still was not carrying on July 19, on a full-page matted basis by July 3.

The bulk of the advertising, announcement type, was being placed by suburban and higher elevation shopping centers that were unaffected by the flood. Central business district retailers were severely damaged, many of whom Hourigan said may never re-establish their businesses. One of the retailers not expected to reopen is the Isaac Long store, an old line store specializing in the carriage trade. The store, which at one time was Wilkes-Barre newspaper's most consistent advertiser, had announced prior to the flood its intentions to go out of business. The store is owned by John Wanamaker, Philadelphia.

Ads by the shopping center stores have promoted drastic price reductions for such items as bedding, home laundry appliances and clothing. Sears was promoting a "Take-It-Home Today Sale" featuring furniture merchandise while at J. C. Penney shoppers were offered 20% off on house paints. Banks were advertising the availability of special flood recovery services and application assistance for government loans and food stamps.

There were several national ads in the paper. One was a special price-off coupon for dog food, while another was placed by Occidental Life of California with a special message to policyowners in the flood areas.

As a service to the community, the paper compiled a special editorial edition on July 3 showing the devastation of the area in photographs taken since the floods came on June 26. Copies of the paper were sent to the area's Congressman, at his request, to help him obtain funds for flood-ruined businesses and home owners.

•

Financial writers charged with fraud

Alex N. Campbell, a financial writer for the *Los Angeles Herald-Examiner* and predecessor newspapers for 20 years, has been charged with fraudulent stock trading in a civil suit filed by the Securities and Exchange Commission in U.S. District Court, Los Angeles.

Also named as a defendant is his son, Alex N. Campbell Jr., a former securities salesman with C. L. McKinney & Co. of Los Angeles, who is now editor of the *Western Financial Journal* which is published by a company headed by the senior Campbell.

The SEC alleged that the Campbells realized profit of $25,365 in a number of transactions since August 1967. According to the complaint, Campbell bought stocks of corporations and wrote favorable comments about them, then sold his shares on a quick rise in the price.

The government agency is asking the court to enjoin the Campbells from future manipulation or fraud, to prohibit them from buying or selling any security when they know that an article on that company will appear in the newspaper or any financial publication, and to prohibit them from publishing any articles without disclosing their holdings, or other interest in the securities mentioned.

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James Hushaw moves to Reno newspaper

James Hushaw, 37, assistant managing editor of the *Riverside* (Calif.) *Press*, has joined the *Nevada State Journal* in Reno as managing editor, publisher Richard J. Schuster announced.

Executive editor Warren Lerude said Hushaw will be assisted by Paul Leonard and Ty Cobb. Leonard, 61, who retires December 31, shifts from editor to editorial page editor, and Cobb, 56, shifts from managing editor to associate editor.

Hushaw is a son of Charles Hushaw of the Copley Newspapers.

Ad-ventures

By Jerry Walker Jr.

Kauffman letters. Jack Kauffman, Bureau of Advertising president, has begun a letter campaign to executives whose decisions affect automobile advertising. He plans to send one every two weeks to 156 persons (on a first name basis) whose jobs range from president to advertising manager in the auto companies and from president to account executive in their ad agencies. In his first one, Kauffman stressed newspaper flexibility, and attached a Volkswagen ad that ran in New York City newspapers during recent floods to illustrate how newspaper can be localized and run in the paper while the event is still topical. The second letter emphasizes the buying power decision-making role of working women in car purchases. He has attached charts and a recent Ford Maverick ad. Other letters will continue to make sales points about newspaper advertising.

* * *

Rep notes. The July issue of the *California Publisher* contains some recommended reading for publishers and reps. The CNPA magazine has reprinted a speech by Robert H. Lampee, director of sales for the *Sacramento Union*, on the subject of "The Care and Feeding of the Newspaper Rep." Himself an ex-rep, Lampee says "the rep today has become a business fiscal nightmare." He blames sales set-backs on out-dated promotion materials prepared by the newspaper for use by their reps to sell a "new" generation of shirt-sleeve media buyers who grew up in the fun world of television." . . . Knight Advertising Sales' president Edward T. Parmelee has been elected to serve a second year as president of the American Association of Newspaper Representatives. Other officers are: Executive vicepresident, James W. Sykes (Sawyer-Ferguson-Walker); vicepresident, John E. Lang, (Hearst Advertising Service); secretary, Jack E. Kent (Ward-Griffith), and treasurer, Clark E. Akens (*Los Angeles Times*). Members of the board are: Charles Healy, (Cresmer, Woodward, O'Mara & Ormsbee); William McKenna (Scripps-Howard); Edward F. Kroepe (*New York Times*) and Thomas G. Clancy (*Chicago Tribune/Today*).

* * *

Ad reports. Cumulative percentages for the first six months in New England and the Northwest confirm what everybody has been saying: newspapers are having a good year. Totals for the 74 daily papers reporting linage to the New England Advertising Bureau show local up about 7%, classified with an 18% gain and national nearly 2%—an aggregate of 9%, which does not take into account preprint advertising. If preprint was added, "nearly all situations improve markedly," Morly Piper's report notes. Member papers of the Allied Daily Newspapers of Washington are up 7.2% in local, 14.3% in classified and 3% in national for an overall increase of 8.8% in the first half of 1972 vs. same period of 1971.

Regionalization. American Newspaper Representatives Inc., servicing 7,000 weeklies and small dailies, will try to expand its selling and "one order, one check" plan with the establishment of four to ten regional offices. Each will have responsibility for newspapers belonging to five or more state press associations. The plan, to be presented to state press association managers next month in Orlando, Fla., requires that state press groups become affiliated with ANR, a subsidiary of the National Newspaper Association. At the present, ANR has agreements with 37 state groups which have separate advertising services. ANR believes that by grouping state associations it can provide regional and national companies and their agencies with a better incentive to buy space in newspapers. The regional concept has operated for two years in Minneapolis where one ANR salesman represents papers in North and South Dakota, Wisconsin, Minnesota and Iowa. According to ANR, this office has shown an increase of 33% this year and has surpassed the $400,000 volume figure. Last week at the NNA convention in Portland, the NNA board turned down a request by ANR to increase its commission rate paid by publishers. ANR was seeking a 2% increase. With commissions to ad agencies, state ad services, and ANR, it is not uncommon for a weekly publisher to pay as must as 30% for national advertising. The NNA board also abolished the position of executive vicepresident and general manager of ANR held by Robert E. Tushingham. He said he plans to apply for the job of national sales coordinator with ANR, a new post. All ANR service bureau functions are being handled by Joseph J. Amodeo, vicepresident-comptroller.

* * *

Counter-ads. The Advertising Council has received a request from the Stern Community Law Firm and its related Stern Concern to distribute to newspapers and magazines a set of advertisements to run as public service messages at no charge. The ads reportedly cover such controversial subjects as the rights of those seeking to avoid the draft, the problem of overbooking by airlines, illegal telephone harassment by debt collectors, and statements contesting the claims of those who produce pain relievers. Robert P. Keim, Council president, told the *Washington* (D.C.) *Star* and *Daily News* he would be willing to discuss the group's proposals. The Stern group has been trying to compel broadcasters to air "counter advertisements."

Editors agree to keep secret witness names

Massachusetts editors agreed to cooperate with a request from the state's attorney general that they withold names of witnesses to bank robberies. But they expressed reservations.

Four editors queried were: Sam Bornstein, *Boston Herald Traveler-Record American;* Charles E. Gallagher, *Lynn Item-Telegram;* Kingsley Fall, *Berkshire Eagle,* and Robert C. Achorn, *Worcester Telegram & Gazette.*

Editors received letters from Robert H. Quinn, asking them "to exercise the greatest discretion in disclosing the identities of bank employes present when a bank holdup occurs."

The Attorney General said, "I ask that the decision on whether to print the names of such persons be made in cooperation with the law enforcement agencies handling the case."

Gallagher said, "We would go along with it, except in case of injury, or any other unusual circumstances."

Achorn read from a memo sent to his staff in 1967 asking them not to subject witnesses to needlesss harassment and to omit the names. He said, though, there might be cases where the name is critical to the story. "We want to make the final decisions and not have the police or somebody else make them," he said.

Fall responded, "You can get into a lot of sticky areas with a blanket policy. But you don't want to endanger people needlessly. Bank tellers are victims by lottery and we can protect their identity until the trial opens."

He said, though, that if the witness were harmed they could not withhold the name.

Bornstein said, "We'll cooperate. We'll make the decision with law enforcement agencies. There's just one reservation, this may be the forerunner of other requests."

Quinn's letter said the use of names sometimes results in harassment of witnesses by the criminal element, and possibly a jeopardized investigation. Bank employes involved find their own and their family lives upset by this notoriety and the successful apprehension and prosecution of the criminals thus becomes more difficult."

Gallagher said the subject may be taken up at an editors' meeting in the Fall.

•

Carriers arrested

Circulation executives of the *Columbus* (Ga.) *Ledger-Enquirer* have obtained warrants recently for two 18-year-old men who were charged with failing to turn in money for papers. One was held in $500 bond on a theft-by-conversion charge for allegedly failing to give the paper $114 he had collected on his route. The second man was held in $250 on a charge of taking $17 from a street rack.

•

Publisher appointed

James S. Head, who has been assistant publisher of the *Florence* (Ala.) *Times-Tri Cities Daily,* has been appointed editor and publisher of the *Southwest Daily Times* at Liberal, Kansas. The Times recently became affiliated with the Carmage Walls group.

Firms sponsor ads that give attention to good citizenship

The Press newspapers, an eleven-edition weekly serving the Portland, Oregon, area, has developed a 26-week full-page, two-color advertising program entitled "What's *Right* With America".

Each week the series focuses attention on individuals in the community who are involved in helping others. To date the campaign has featured public servants, farmers, youth workers, physicians, athletics, service clubs and the courts.

The copyrighted idea was conceived and sold by Albert Horwitz, advertising director of the newspaper. The ad-message series was developed with the help of Jim Terrell, managing editor of the Press.

Readers are asked for their opinions and thoughts on "What's *Right* With America", three winners weekly receiving $25 U. S. Savings Bonds. The winning essays are printed in the following week's ad.

Horwitz said he sold 10 companies on participating for the 26-week program. The co-sponsors pay for the space and the bonds and the Press adds process color.

The format was presented as a package to a sister publication, the Sun Press newspapers, a multi-edition weekly operation in Oahu, Hawaii. Both papers are owned by Early California Industries Inc., Los Angeles.

•

Southland mill orders fast newsprint machine

Southland Paper Mills Inc. has ordered from Dominion Engineering Works Ltd. a 3500-feet-per-minute Dominion twin-wire newsprint machine for the company's Houston mill. The machine is expected to be the first newsprint facility of its design to be installed in the South. It will have an annual capacity of some 200,000 tons.

The machine, which will be built at Dominion's Montreal plant, will become Southland's No. 7 paper machine. Southland has a newsprint capacity of about 500,000 tons a year, and 130,000 tons of other products. The new Houston machine, and the conversion of an 80,000-ton newsprint machine at Lufkin to the production of other paper grades, will give the Texas-based firm a net increase in newsprint capacity of 120,000 tons annually by May, 1974.

Gains continue in ad revenues; 8.6% higher in May

Advertising revenues of daily newspapers increased by 8.6% in May as compared to the same month last year, according to the Bureau of Advertising.

For the first five months of 1972, the cumulative increase amounted to 13.6%, and newspaper ad revenues were running at a $6.7 billion annual rate.

These Bureau estimates are based on measurements by Media Records in 64 cities.

Retail advertising, the largest classification, was up 7.5% in May and 11.5% for the five months. It is running at a $3.8 billion annual rate.

Classified advertising with a 13.9% increase in May and 20.1% gain for the first five months was the fastest growing category. It is running at a $1.8 billion annual rate.

The gain in national advertising amounted to 5.3% in May and 10.3% for the five months. National is running at a rate better than a billion dollars a year, according to the Bureau's estimates and projections.

Linage leaders...first 3 months

1970

Morning

Los Angeles Times	15,596,242
Miami Herald	14,512,074
Chicago Tribune	11,550,145
Washington Post	10,944,788
New York Times	10,243,431
San Jose Mercury	9,999,839
Phoenix Republic	9,551,144
Dallas News	9,285,084
Houston Post	9,217,059
St. Petersburg Times	8,899,237

Evening

Fort Lauderdale News	12,110,369
Houston Chronicle	11,142,819
San Jose News	9,989,193
Toronto Star	9,559,613
Atlanta Journal	9,553,744
Phoenix Gazette	9,458,531
Montreal La Presse	9,017,558
Dallas Times-Herald	8,914,458
Milwaukee Journal	8,738,069
Detroit News	8,524,392

Sunday

New York Times	10,360,671
Los Angeles Times	9,955,548
Miami Herald	7,338,958
Philadelphia Inquirer	6,601,510
Chicago Tribune	6,086,934
New York News	5,822,339
Boston Globe	5,130,318
Milwaukee Journal	5,118,946
Columbus Dispatch	5,021,323
Washington Post	4,889,171

Seven Day Totals

Los Angeles Times—MS	25,551,790
Miami Herald—MS	21,851,032
New York Times—MS	20,604,102
Chicago Tribune—MS	17,637,079
Fort Lauderdale News—ES	16,353,168
Washington Post—MS	15,833,959
Houston Chronicle—ES	15,831,852
Milwaukee Journal—ES	13,857,015
Atlanta Journal & Journal & Constitution—ES	13,767,124
San Jose Mercury & Mercury News—MS	13,302,718

1971

Morning

Los Angeles Times	14,469,637
Miami Herald	13,893,419
Chicago Tribune	11,189,303
Washington Post	10,820,753
San Jose Mercury	10,146,256
Phoenix Republic	9,698,400
Orange County Register	9,191,672
St. Petersburg Times	9,013,698
Houston Post	8,906,292
New York Times	8,648,322

Evening

Fort Lauderdale News	11,986,746
Houston Chronicle	11,354,711
San Jose News	10,182,324
Phoenix Gazette	9,666,609
Atlanta Journal	9,271,003
Orange County Register	9,191,672
Dallas Times-Herald	8,688,897
Milwaukee Journal	8,527,194
Denver Post	8,270,785
San Diego Tribune	8,206,641

Sunday

Los Angeles Times	9,699,832
New York Times	9,120,308
Miami Herald	7,094,464
New York News	6,002,113
Chicago Tribune	5,844,228
Philadelphia Inquirer	5,469,432
Washington Post	5,071,046
Milwaukee Journal	5,050,480
Boston Globe	4,827,000
Columbus Dispatch	4,772,803

Seven Day Totals

Los Angeles Times—MS	24,169,469
Miami Herald—MS	20,987,883
New York Times—MS	17,768,630
Chicago Tribune—MS	17,033,531
Fort Lauderdale News—ES	16,348,971
Houston Chronicle—ES	15,919,242
Washington Post—MS	15,891,799
Milwaukee Journal—ES	13,577,674
San Jose Mercury & Mercury-News—MS	13,506,679
Atlanta Journal & Journal & Constitution—ES	13,431,468

1972

Morning

Los Angeles Times	16,093,822
Miami Herald	15,968,677
Chicago Tribune	12,635,508
Washington Post	12,007,784
San Jose Mercury	11,282,163
Phoenix Republic	11,146,144
Houston Post	10,638,190
Orange County Register	10,149,481
Dallas News	10,087,734
St. Petersburg Times	10,027,525

Evening

Fort Lauderdale News	13,084,407
Houston Chronicle	11,953,342
Phoenix Gazette	11,124,948
San Jose News	11,102,502
Atlanta Journal	10,908,831
Orange County Register	10,149,481
Dallas Times-Herald	9,868,888
San Diego Tribune	9,362,582
Long Island Newsday	9,345,757
Denver Post	9,270,822

Sunday

New York Times	9,936,875
Los Angeles Times	9,781,368
Miami Herald	7,705,637
Chicago Tribune	6,306,570
New York News	6,235,912
Philadelphia Inquirer	6,028,406
Washington Post	5,758,933
Milwaukee Journal	5,506,525
Boston Globe	5,432,675
Minneapolis Tribune	5,418,500

Seven Day Totals

Los Angeles Times—MS	25,875,190
Miami Herald—MS	23,674,314
New York Times—MS	19,078,727
Chicago Tribune—MS	18,942,078
Washington Post—MS	17,776,717
Fort Lauderdale News—ES	17,447,282
Houston Chronicle—ES	17,284,954
Phoenix Republic—MS	15,653,535
Atlanta Journal & Journal & Constitution—ES	15,607,663
San Jose Mercury & Mercury News—MS	15,089,778

Chairman John H. Williams (right) and President Joseph H. Williams of The Williams Companies. This Tulsa-based company's assets are $840,000,000 and its annual sales exceed $600,000,000. In 1971 the company reported record earnings per fully diluted share for the eighth consecutive year.

world-wide...fast-growing

THE WILLIAMS COMPANIES

is proudly at home in

TERRIFIC TULSA

One of the nation's fastest growing international companies is "right"-at-home in Terrific Tulsa. Also headquartered in Tulsa are four of its nine subsidiaries,—its Transportation Division (which owns and operates a 7,500-mile pipeline), its International Division (currently active in 10 nations), Agrico Chemical Company (one of the nation's largest fertilizer companies) and Williams Energy Company (which retails LP-Gas and appliances in 20 states). The Williams Companies is not only "at home" in Tulsa, but has substantial investments "at home." Hundreds of families of Williams' subsidiary companies have moved to Tulsa this past year with more to come. Another reason the Tulsa market is booming and should be part of YOUR marketing plans. Use the ONE media that completely covers "TERRIFIC TULSA."

THE OIL CAPITAL NEWSPAPERS morning / evening / sunday

Two Independent and separately owned Newspapers

Representatives—BRANHAM-MOLONEY

AN OCEAN PORT

New instruction aids written for NIC in Houston

The *Houston Chronicle* and the University of Houston have embarked upon an innovative approach to the Newspaper in the Classroom program by having education professors in five specialization areas (math, science, language arts, reading, and social studies) write instructional modules incorporating the use of the newspaper in each subject.

An instructional module is a planned series of activities to accomplish specific behavioral objectives.

This Newspaper in the Classroom project is headed by Dr. Loye Hollis, associate dean of the College of Education, Dr. I. B. Miller, associate professor in the College of Education, at the University of Houston, and Dr. Lois Avery, assistant professor of Education at Dominican College.

The five NIC modules will be tested in the University of Houston's undergraduate teacher-education program during the fall semester.

The Houston Chronicle's premise in sponsoring the undergraduate NIC program at the University is that the most efficient NIC program is one that reaches the classroom teacher as he is being taught in the undergraduate teacher-education program.

Papers paid for

Future teachers at the University who are introduced to the value of the NIC program by the Chronicle are also introduced to the fact that teachers and students must pay for the newspapers used in the Chronicle's NIC program. This is based upon the principle that better use will be made of papers that are paid for.

The Chronicle's NIC program includes five basic ingredients. The Chronicle's NIC program provides—at no cost—curriculum aids, the services of educational representatives and consultants, NIC workshops for teachers and administrators, films, filmstrips, and video tapes, and tours of the Chronicle.

The Chronicle gives teachers a kit that includes:

Lesson plans for using the newspaper in the classroom in subjects such as reading, social studies, English, checkwriting and home management, math, and science;

"Historic Front Page Edition," an eight-page edition which contains actual reprints of Chronicle front pages of historical significance;

"Presidential Elections Edition," a newspaper-size edition containing actual reprints of pages published in the Chronicle of election returns from 1904 to the present with a recap of campaign addresses and platforms of presidential contenders and an outline of the electoral vote and popular vote for each election from 1789 to the present;

"History of the Comics," a 16-page full-color edition containing the history of the American comics from 1896 with illustrations of these past and present popular comics;

"How a Newspaper Is Produced," a tabloid-form edition containing a detailed description of the actual production of the Chronicle from writers to newspaper boys. While in stock these aids are available in quantity at no charge for classroom use.

The Chronicle maintains a staff of consultants who make personal visits to schools and assist teachers with classroom programs using the newspaper. The Educational Coordinator at the Chronicle is Robert Hopkins.

The Chronicle also conducts four types of workshops for educators: (1) a three-hour accredited undergraduate program, (2) a three-hour graduate program, (3) monthly workshops, and (4) pre-service and in-service workshops for schools or districts (upon request).

The Chronicle makes available scholarship trips to the three national NIC workshops sponsored by the American Newspaper Publishers Association. The Chronicle usually sponsors two Houston-area teachers and one Houston-area school administrator.

The Chronicle makes available to the schools in the 20 districts in Harris County a monthly film entitled Screen News Digest; also films entitled "How a Newspaper Is Produced" and "Careers in Journalism."

Video tapes of actual classes participating in the NIC program, are available to individual teachers upon request.

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Lawyer suggests sympathy with defendant's rights

A Tucson lawyer suggests in the spring issue of the *Arizona Journalist* that the press and all other news media should have a self-imposed extraconstitutional limitation.

This limitation, says Paul G. Rees Jr., a graduate of the University of Arizona and a member of the Arizona and Hawaii bar associations, "would impose upon newsmen (and women) a restraint against interfering with the rights of an individual to free trial, privacy and the common decencies of being 'left alone.'"

Rees suggests that journalists should place themselves in the defendant's position and ponder what they might want printed or produced. He says this might do the most toward achieving what he calls "the proper balance between freedom and license."

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Wichita papers endow chair in Journalism

The Wichita Eagle and Beacon Publishing Co. Inc. has established a Distinguished Professorship in Journalism at Wichita State University.

Britt Brown, company president, announced a contribution of $72,500 for the professorship, effective August 15. With additional funds from Wichita State University, the professorship will be one of the highest salaried chairs in Kansas. Journalists selected for the chair will serve for periods of one to five years.

Brown will serve on a recruitment committee to interview and select the person to be named to the professorship. Other members include Dr. Loyal Gould, chairman of the Department of Journalism.

Gould was director of the International Program at the School of Journalism at the Ohio State University for four years before moving to Wichita State in 1970. He is a former correspondent for the National Broadcasting Co. and the Associated Press.

Looking for a high-power test market?

We deliver Altoona

. . . the market-watcher's market!

For sharp focus and telling response, there's no place like "Test-Town, Pa." In isolated Altoona, no outside media cloud your test results, and compact area, typical distribution and convenient shipping make light of merchandising problems.

What's more, retailers here joyfully back test ads in the newspaper that daily zeros in on 98% of Altoona doorsteps, 4 out of 5 in the market.

Call Richard E. Beeler, Ad Manager, at 814-944-7171 for information about a productive schedule in Altoona.

ALTOONA PENNSYLVANIA'S ONLY DAILY NEWSPAPER

Altoona Mirror

COLOR AVAILABLE DAILY
ROP spot and full color,
Hi-Fi inserts accepted.

Simmons says why The Plain Dealer is Cleveland's best media buy.

If you've been buying by tradition, compare vital media performances as reported by the W. R. Simmons Study of Cleveland Area of Dominant Influence.

The Cleveland ADI.

The morning Plain Dealer offers a daily audience of 1,017,000 adults in the Cleveland ADI.

That's 13.1% more than the evening paper's 899,000.

What's more, the PD reaches 73.3% of Cleveland's major newspaper readers and delivers an exclusive audience of 488,000 adults.

That's 118,000 more than the evening paper.

And of the 529,000 adults who read both Cleveland papers, two out of every three readers (65.8%) prefer The Plain Dealer.

Total reach (Cleveland daily newspapers).

	Adults (18 & over)	Share by Newspaper
Exclusive daily Plain Dealer readers	488,000	35.1%
Read both papers	529,000	38.2%
Exclusive evening paper readers	370,000	26.7%

How important is this?

You're buying Cleveland, America's 8th largest area of dominant influence.

It's a 17-county, $6.7-billion retail-sales market. A four-million-plus population area. A $14.4-billion effective buying income zone, with higher levels of buying power than the average U.S. profile.

Why The Plain Dealer?

The PD exclusive audience is larger in all income classes from $8,000 and up, developing a total of 400,000 exclusive readers at these levels.

That's 138,000 more than the evening paper.

The 17-county Cleveland ADI.

Household income. Total Adults (000)

	Adults	Total Daily Plain Dealer	Total Daily Evening Paper	Daily Plain Dealer Exclusive	Evening Paper Exclusive
Total	2543	1017	899	488	370
$25,000 plus	147*	104	80*	33*	9**
$15,000-$24,999	399	228	161	117	50*
$10,000-$14,999	829	355	319	175	139
$8,000 plus	1845	830	692	400	262

The Plain Dealer coverage increases with ascending levels of education, reaching more than 2 out of 3 (67.4%) college graduates. A total of 450,000 exclusive readers from the attended high school level and up.

Education. Total Adults (000)

	Adults	Total Daily Plain Dealer	Total Daily Evening Paper	Daily Plain Dealer Exclusive	Evening Paper Exclusive
Total	2543	1017	899	488	370
Graduated College	230	155	119	57	22*
Attended College	336	188	146	91	48
Graduated High School	1032	396	336	213	152
Attended High School-up	2117	920	780	450	310

*Projection relatively unstable because of small sample base.
**Number of cases too small for reliability; number shown for consistency only.

Almost 2 out of every 3 duplicated readers prefer the PD.

Of the 529,000 adults who read both daily papers, 348,000 said they would choose The Plain Dealer.

Read both papers	529,000 adults	100.0%
Would choose the daily Plain Dealer	348,000 adults	65.8%
Would choose the evening paper	166,000 adults	31.4%
No preference	15,000 adults	2.8%

Reach and frequency.

Over one million adults read the daily Plain Dealer each day in the Cleveland ADI. This audience accumulates over six issues to more than 1.4 million different adult readers.

That's 238,000 greater than the evening newspaper.

After six issues, the PD reaches

94.9% of the heavy scotch users.

95.7% of the heavy domestic air travel users.

75.5% of the adults in households buying new autos.

78.1% of the heavy users of frozen packaged vegetables.

The PD over TV.

A single issue of The Plain Dealer gives 106% greater coverage of the Cleveland ADI audience than a half hour of prime time on all three network TV stations.

The daily PD reaches 60.8% of all adults in ADI households earning over $15,000, compared to 19.4% for all three Cleveland network TV stations combined during prime time of average half-hour viewing.

Start your marketing success in the Cleveland ADI.

For information on locating your business in the Cleveland ADI, contact the PD Marketing & Research Dept., 1801 Superior Ave., Cleveland, O. 44114.

For the full W. R. Simmons Study of Cleveland ADI, contact: Cresmer, Woodward, O'Mara & Ormsbee, Inc. Or our Eastern Resort and Travel Reps: The Corfield Company, New York.

One newspaper.

All the newspaper you need in Cleveland.

Danbury, Conn. paper will add Sunday edition

A Sunday edition will be added to the *Danbury* (Conn.) *News-Times* September 24, R. John Van Kleeck, publisher, announced.

"Our move into the Sunday field was prompted by hundreds of requests during the past two years from our readers and advertisers," he said.

"Our decision to publish a Sunday newspaper came after a thorough study which determined the need for a local Sunday publication addressed to the area," the publisher said. "Readers and advertisers have told us that they want a local Sunday newspaper."

The foundation of the Sunday newspaper will be local news coverage of the communities served by the News-Times, with an augmented reporting staff.

The move of the News-Times to seven day a week publication marks the second expansion of the paper this year. Earlier in the year, a New York State edition was added to The News-Times.

The News-Times is the second Ottaway newspaper to add a Sunday publication in recent years. A Sunday paper was started by the *Times Herald-Record* in Middletown, N.Y. two years ago and circulation now exceeds that of the daily. Other Ottaway newspapers publishing Sunday newspapers are the *New Bedford Standard Times* and the *Cape Cod Standard Times* in Massachusetts.

•

Biz editors quizzed on companies' PR

Opinion Research Corporation, Princeton, N.J., has announced it is undertaking a study of the press relations of large companies by means of personal interviews with business and financial editors of newspapers. The study will update studies made in 1960, 1968 and 1970.

The last study found that airlines, automotive industry, communications, banking and utilities, in that order, did the best jobs of handling relations with the press. Questions have to do with the types of news stories most likely to be used, industries considered most newsworthy, and editors' reactions to methods used to get information to the press.

•

Owens & Smith buy

Lee E. Owens and Mynatt Smith, who own the *Whittier* (Calif.) *News*, have purchased the weekly *Carlsbad Journal* from Stanford Manning. Brien Manning has been named general manager and Gary Mortensen continues as managing editor.

El Tiempo is closed in bankruptcy action

El Tiempo, a Spanish-language daily newspaper founded in New York City by Stanley Ross nine years ago, went out of business this week owing more than $1 million to 100 creditors. U. S. District Judge Asa S. Herzog declared the publishing firm bankrupt.

Einar M. Peterson, president and publisher, said the debts included $250,000 in taxes owed to the U. S. government. The paper had no assets other than some printing equipment worth about $20,000.

A petition in bankruptcy was filed in April 1971 but the court allowed the paper to continue publishing while trying to pay off $867,000 in liabilities accumulated since its founding.

Ross was editor of El Tiempo until 1969 when he was ousted in a fight for control of the paper. He is now an advertising salesman for the *Wall Street Journal*.

•

Newspaper's float wins centennial prize

A float of the 100-year-old *Gazette Telegraph* won the Grand Marshal's Award in a parade marking the 100th anniversary of the City of Colorado Springs, Colo. The float depicted a giant birthday cake. There were four inches in the cake in which young women wearing attire representative of four periods in the newspaper's history appeared.

Also, as part of the paper's centennial observance, the Publisher and Mrs. Harry H. Hoiles hosted a party in the newspaper plant for 750 employes, their families and former employes. Employes also have received commemorative key chains with a photograph of the newspaper building on one side and the paper's centennial emblem on the other.

•

Charles C. Wells joins family brokerage firm

J. N. Wells & Company, financial consulting and communications business brokers of Wheaton, Illinois, has announced the appointment of Charles C. Wells as executive vicepresident.

Wells, a brother of the firm's founder, Joseph N. Wells, will specialize in broadcast, CATV and banking transactions. He has been acting as a financial consultant while also serving as editor of educational services of the *Chicago Tribune*.

In addition to the brokerage aspect of the business, he will be active with his father, Joe E., and his brother in Communications Profits, a financial and management consulting company, specializing in aiding publishing, broadcasting, CATV, and graphic arts firms.

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At Andrews Air Force Base a few minutes before President Nixon left on his recent trip to the Soviet Union.

Henry Kissinger

keeps in touch with THE NEWS

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A founder prods NPPA members on image task

By Lenora Williamson

While the National Press Photographers Association was meeting in Orlando recently, members received a blunt reminder from their "dean" not to spend so much energy dotting the i's of the constitution.

The challenge to spend more time on raising the level of professionalism within news photography came in a letter from Joseph Costa of Carmel, California, delegate-at-large. For the first time in the association's history, Costa, a founder, was unable to attend a convention, but sent a letter declaring that "a specific target has been overlooked for the past five years. We have spent more time and energy, and have squabbled more, in making changes to the constitution rather than in conceiving and implementing new programs that will increase the level of professionalism within our industry. . ."

Expressing hope the direction would be reversed, the retired board chairman continued, "All this energy, all this effort, and all your dedication should be directed to finding new and better professional programs rather than in dotting the last 'i' and crossing the last 't' in the constitution."

The challenges, Costa said, include improving the audio-visual library operated as educational service by NPPA and getting a "professional traveling show" out of the Pictures-of-the-year winners that will bring a new image of the news photographer and his work to the general public.

Why, asked Costa, with all the millions being doled out in educational grants annually, can't NPPA qualify for some public spirited money with which to improve its educational service projects and implement additional programs?

During breaks in convention business, photographers recorded personal greetings on tape to be sent to Costa as a salute from the meeting.

Membership at 4,000

The newly elected president, Jack Bradley, photographer and assistant photo editor of the *Peoria* (Ill.) *Journal Star*, echoed advice given by Costa, suggesting that the association further develop its projects which advance the positive image of news photography.

For the first time in the 26-year history, NPPA membership is near the 4,000 mark.

Education chairman Barry Edmonds of the *Flint* (Mich.) *Journal*, a past president, announced this year's Flying Short Course will begin in Boston, October 24, move on to Omaha October 26, and San Francisco, October 28.

Extended discussion on the flying course deficits in recent years was prompted by a resolution from Steve Fontanini, *Los Angeles Times*, director of Region 10, suggesting an incentive program allowing profits at a local stop to be shared with a sponsoring group. The resolution passed for 1972 and 1973 as a pilot plan, to be reviewed after that period.

Sports program

A brief lecture came at the end of an annual report submitted by Morris Berman, chairman of the sports program and newly elected vicepresident. He noted: "Sports is a big business today and the sports photographer is an important part of the scene. His pictures tell the story as well as the writer. We have improved in this area of photography more rapidly than the city side.

"Sports photographers are wined and dined in the arena and they are just as respected as their counterpart—the sports writer. Ball players like them too, especially when they receive free prints . . . So if sports photographers can just realize that they have been recognized as an important part of the sports scene and try to conduct themselves as such without cluttering up the sidelines with friends posing as caption writers and taking advantage of a good situation, perhaps the need for a sports program will eliminate itself in time."

John Faber, NPPA historian and senior technical sales representative for Eastman Kodak Company, announced 34 names authenticated to date for the Legion of Honor of news photographers who have lost their lives while working on assignments. A folder containing each man's history will be duplicated in NPPA records at The Smithsonian Institution, Washington.

Student projects informal

No's had it on the question of a constitutional change to permit establishment of student affiliate chapters of NPPA. Board members preferred to leave present student projects on an informal basis, rather than formalizing chapters through the constitution.

Concern was evidenced over 1971 Pictures-of-the-Year combining newspaper and magazine classes, a resolution recommended the 1972 competition have separate Photographer of the Year categories—newspaper and magazine—and that all other categories be for newspapers only. The resolution, which got tabled, observed that a majority of members from newspapers feel they cannot compete with magazine photographers due to assignments and quality of color photographs.

•

Mergenthaler moving plant on Long Island

The Mergenthaler Linotype Corporation has sold its 252,000-square-foot plant in Plainview, L. I., to Jerry Lazarus Associates of Syosset, L. I., for $5-million.

Mergenthaler has taken leases on two smaller facilities in Suffolk County. It will pay $1,872,000 in aggregate rent over 20 years for a new 72,000-square-foot plant at 1769 Fifth Avenue, Brentwood. At the Airport Industrial Park in Bohemia, the company has leased a 42,000-square-foot building for 20 years with an aggregate rental of $1,134,000. The Brentwood building was built by Jack Endelson and the Bohemia facility by Reckson Associates.

The Plainview property is the largest structure in the 14-year-old Plainview Industrial Park.

•

Summer intern at NEA

Diana Drake, graduate student at the University of Missouri School of Journalism, is the first Boyd Lewis Fellow in a program established by colleagues of Boyd Lewis, retired president of Newspaper Enterprise Association. She has begun a summer internship at the NEA editorial offices in New York, assigned to the Enterprise Science Service.

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7—BUSINESS, FINANCIAL
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Stocks of the Week—Electronic Evaluator

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10—CHILDREN
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Latest from Paris—*d*—Monique

17—FILLER, POETRY
Jest a Minute—*d*—George Daugherty

18—FOOD
Celebrity Cookbook—*w*—Johna Blinn
Food for Thought—*2tw*—Dr. Jean Mayer
Menus—*dS*—Mary Meade
Organic Living—*w*—Robert Rodale
Wine column—Ruth Ellen Church

20—HEALTH
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Food for Thought—*2tw*—Dr. Jean Mayer
Growth, Conflict, Hangups—*2tw*—Saul Kapel, M.D.
How to Keep Well—*dS*—T. R. Van Dellen, M.D.
Organic Living—*w*—Robert Rodale
Young and Healthy—*3tw*—Frank Falkner, M.D.

22—HOUSEHOLD, DO IT YOURSELF
Designing Woman—*interiors*—B. Bradford
Hints for the Home—*w*—Bob Mattis
You Can Do It—*w*—Alfred De Cicco

24—MOTION PICTURES
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27A—PETS
Animail—*S*—Cleveland Amory

29—PUZZLES, QUIZZES
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Jumble—*dS—word game*—Arnold, Lee
Junior Jumble—*S—kids*—Arnold, Lee
New York News Crossword—*dexS*—staff
Test Your Horse Sense—*dS*—George Crane
THE Crossword—*dS*—William Gant

30—RADIO, TELEVISION
TV Tinderbox—*5tw*—Biggers and Stover

31—RELIGION
Church Humor—*w—comic*—Leo Canavan
My Answer—*d*—Dr. Billy Graham
Think on These Things—*5tw*—Joyce Hifler

32—POLLS, SURVEYS
Harris Survey—*2tw*—Louis Harris

36—SPECIAL PAGES
Justice Stories—*S—ill*—various
Magazine Exclusives—*w—ill*—staff
Timely Books—top serializations

37—SPORTS
Racing Form Consensus—wired
Sports Puzzle—*6tw*—Bob Bowie
Young Ideas—*5tw*—Dick Young

38A—TEEN AGE
THE Column—*3tw—advice*—Ellen Peck

39—TRAVEL
Constant Traveler, The—*2tw*—Adalene Ross
Travel column—*w*—Richard Joseph

41—WOMEN'S PAGES
Ask Dr. Reuben—*sex facts*—*2tw*—David Reuben, M.D.
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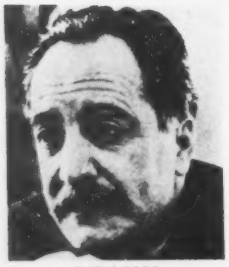

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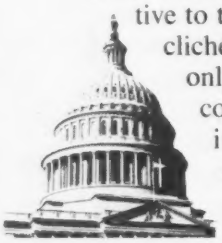

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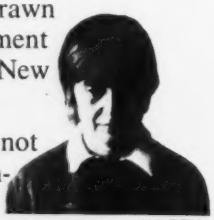

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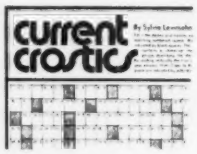

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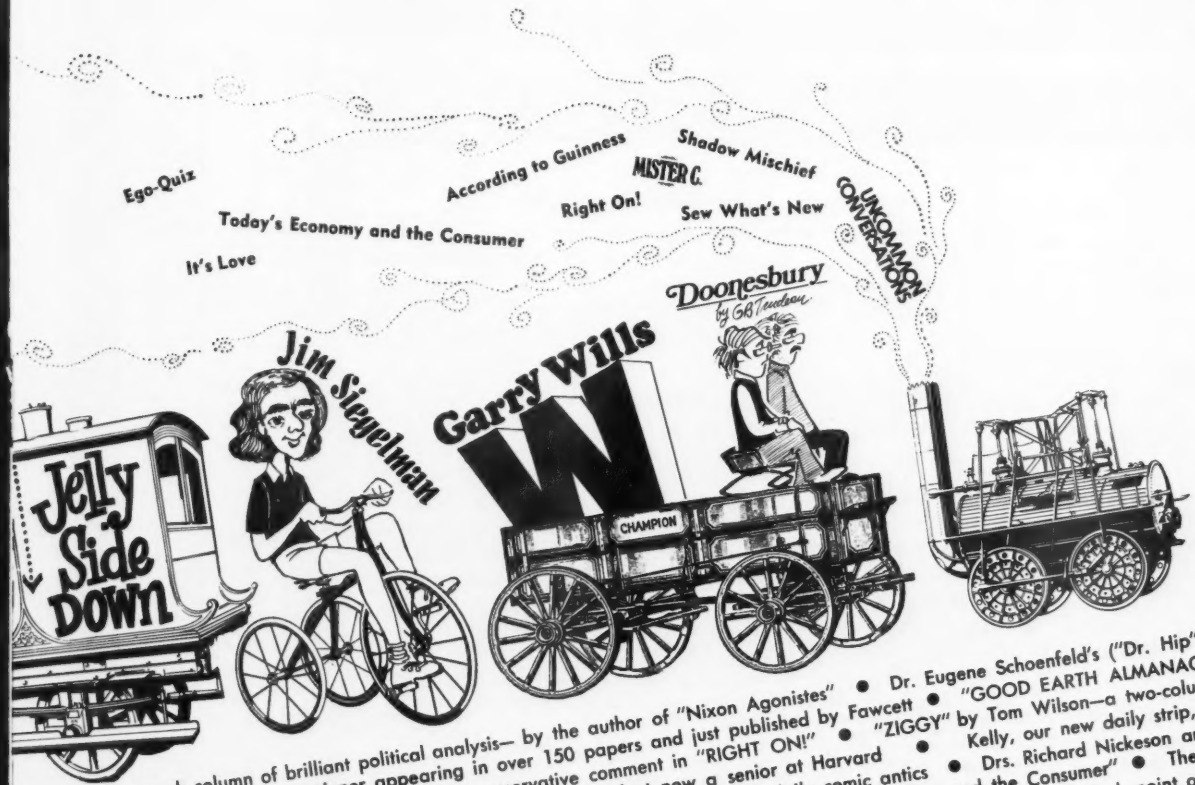

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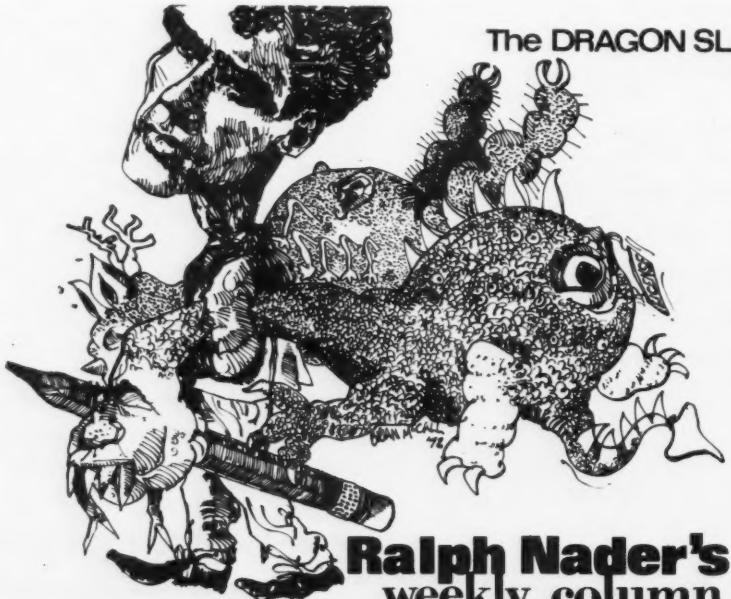

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AF—Allied Feature Syndicate
AFP—Agence France Presse
AM—American Way Features, Inc.
AMF—Amusement Features Syndicate
AMS—American Syndicate Features
AND—Pat Anderson Features
ANI—Animal Talk Features
APN—The Associated Press-AP Newsfeatures
AR—Arcadia Feature Syndicate
ARG—Argyle Syndicate Limited
ART—Artists and Writers Syndicate
ASC—Sidney Ascher Syndicate
ATF—Atlantic Features & Printing, Inc.
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BFS—Better Filler Service
BHP—BHP Products Co.
BIS—T. Jerome Bishop
BLA—Blackstone Press Features
BLP—Black Press International
BPS—BP Singer Features
BRA—Irvine A. Brace
BRO—David Brown Features
BUR—Ethel Burge

CAF—Ray Carr Features
CAR—Cartwright Features
CDN—Chicago Daily News-Sun Times Service
CEN—Centurion Press International
CF—Columbia Features, Inc.

CFF—Curious Facts Features
CHA—Alice and Gerard Chapman
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CHR—Chronicle Features Syndicate
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CNI—Consumer News Inc.
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COA—N. E. Coan
COI—Coin-Stamp-Medal World
COE—Cole Associates
COL—Coleman Advertising Service
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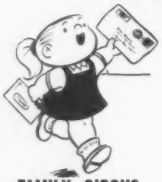

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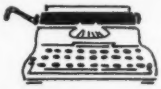

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DWL—Douglas Whiting, Ltd.
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EDM—Edman Co.
EDR—Editorial Research Reports
EES—Editorial Enterprises Syndicate
EFS—Express Features Syndicate
ENG—S. & D. English
EPS—E.P.S. News Syndicate
ESS—Enterprise Science Service
EST—Hiawatha Estes
EXC—Exclusive News Syndicate
FA—Fairchild Publications
Includes Daily News Record, Home Furnishings Daily and Women's Wear Daily
FAS—Fashion 'n Figure Syndicate
FNS—Foreign News Service, Inc.
FRO—From New York
FRY—William R. Frye
GEL—Gelman Feature Syndicate
GF—Gates Features
GFC—General Features Corp.
GG—Golden Gate Features
GIL—John Gile
GLA—Allen Glasser
GLN—Glanzer News Service
GLS—Globe Syndicate
GNS—Gannett News Service
GNB—Graphic News Bureau
GNF—Grandy News Features, Edwin T.
GOJ—Henry Gaines Goodman, Jr.
GOO—Dave Goodwin Associates
GRE—Arthur S. Green Syndicate, The
GRG—Gregory Syndicate
GRN—Greenwich Features, Inc.
HAA—Harris and Associates
HAL—Meg Hale
HAR—Harvard Features Syndicate
HC—Harriet Carlsen Newspaper Syndicate
HEA—Heavenly Comics Syndicate
HEN—Henrikson Illinois Cartoon Service
HER—Heritage of the American Businessmen Society, The
HIS—Hollywood Informer Syndicate
HOM—HomOGraf
HPP—High Plains Publishers, Inc.
HPS—Hopkins Syndicate, Inc., The
HTF—Home Town Flavor
ICS—Intercity News Service
INF—International Newsfeature Syndicate
INO—InterOcean Press Syndicate
INT—Inter American Features
JAN—Januz Philatelic Newsfeatures
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PF—Phoenix Features
PHS—Publishers-Hall Syndicate
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PIO—Pioneer Press Service
PR—PR Newswire
PUB—Public Insights
PUN—Pungent Prayer
PWF—Press Wire Services/Press Wire Feature Services
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QUI—QuidnuX Productions
RA—Sandy Raines Features
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STF—Standard Filler Service
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SUN—Toronto Sun Syndicate
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TEL—Telstar Productions & Publications, Inc.
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YOU—Your Fashion Image
YR—Youth Research Institute
ZUB—Emil Zubryn-International Features

ABBREVIATIONS, SYMBOLS, CLASSIFICATIONS

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Annually	an
Daily	d
Sunday	S
Contract	cont
Daily & Sunday	dS
Daily except Saturday	dexSat
Daily except Sunday	dexS
Every other day	eod
Every other Sunday	eoS
Every other month	eom
Five Times weekly	5tw
Three times per month	3tm
Occasionally	occ
Fortnightly	fn
Individual	ind
Monthly	m
Quarterly	qt
Seasonal	sea
Semi-monthly	sm
Semi-weekly	sw
Six times a year	6ty
Tri-weekly	tw
Weekly	w

Size of Feature

Number of words 500	etc.
Columns wide and inches deep....4c5", 7c4", 3c6"	etc.
Page (Standard)	ps
Page (Tabloid)	pt
Double Truck	dt
Half-page (Standard)	hps
Half-page (Tabloid)	hpt
Half-page (Vertical)	hpv
Third-page (Standard)	tps
Third-page (Tabloid)	tpt
Quarter-page (Standard)	qps
Quarter-page (Taboid)	qpt
Quarter-page (Horizontal)	qph
Sixth-page (Horizontal)	sph
Sixth-page (Vertical)	spv
Varies	var
Book length	bl

How Feature is furnished

Mimeographed	mim
Manuscript	man
Text copy acceptable for optical scanner equipment	ocr
Offset Reproduction Proofs	orp
Illustrated	ill
Illustrated with glossy Print Photos	igp
Illustrated-photos in negative form	ing
Mat complete	mat
Illustration Only in mat Form	ilm
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Available on Tape	tape
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Horoscope (see 1—Astrology)
2—Automotive
3—Aviation
4—Beauty
4A-Boating
5—Books
6—Bridge
7—Business, Financial, Legal
8—Cartoons and Panels (Humorous)
9—Chess-Checkers
10—Children
Coins (see 38—Stamps, Coins, Medals)
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11—Columns
12—Comics (strips and Sunday pages)
Cultural—Art, Entertainment, Literature, Poetry, Ecology (C14B—Environment)
Theatre (see 11—Columns)
13—Editorial (text)
14—Editorial Cartoons
14A-Education
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14B-Environment
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17—Fillers, Poetry
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33—Science
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Smart Chart — See Cartoons and Panels

CARTOONS AND PANELS

Ad Libs by Larry Hurb and Jim Whiting — Daily classified section panel in one- and two-column sizes. 6

Aladdin's Lamp — See Astrology

Animalogic by Ed Nofziger — Refreshing animal humor in a one-column panel. 6

Boy and Girl by John Rouson — Daily two-square format of pantomime humor. 6

Carmichael by Dave Eastman — Tremendous reader identification in the original tall, one-column daily panel. 6

Head/lines — See Ecology

Ladies Day by John Rouson — Daily one-column change-of-pace sports panel with feminine angle. 6

Li'l Ones by Jim Whiting — Entertaining one-column humor panel. 7

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Smart Chart by Herb Stansbury — Business and financial pages brighten when this change-of-pace one-column panel is used. 6

Sportsman's Digest — See Sports

Thrifty Nifty — See Women's Pages

TV Tee Hees by Henry Scarpelli — Daily one-column humor panel for TV section. 7

Wee Women by Jim Whiting — Daily one-column humor panel for women's pages. 7

Ben Wicks — See Editorial Cartoons

Why We Say by Bob Morgan and Pete Hoffman — Daily one-column panel on origin of words. 6

CARTOON STRIPS

Frontiers of Science — Dramatic visual presentations of scientific achievements. 5

COMIC STRIPS

WEEKLY FREQUENCY

Jeff Cobb by Pete Hoffman — Daily exciting true adventures of newspaper crusades. 6

Little Eve by Jolita — Daily pantomime humor in space-saving, shallow format. 6

Little Pedro — Pantomime strip featuring the lovable south-of-the-border hero. 6

Little Sport by John Rouson — Daily feature is the world's largest-circulation sports comic strip. 6

Luther by Brumsic Brandon Jr. — Gag-a-day adventures in the black ghetto. Reflects mood of the '70s: vital, involved. 6

Moco — Pantomime import from Denmark daily features zany little Mister Everyman. 6

Sally Bananas — Charles Barsotti may have created the first Women's Lib strip. She's charming, zany. Daily and Sunday. 7

ECOLOGY

Head/lines — Biting daily ecology and environment cartoon by top writer Bill Dana. Hard-hitting two-column panel fits any section. 6

Stewart Udall and Jeff Stansbury — Early-alert reports called Our Environment from team in forefront of ecology battle. 2

EDITORIAL CARTOONS

Tom Darcy — Pulitzer Prize (1970), Overseas Press Club (1971) are Newsday cartoonist's latest awards. Three columns wide. 5

Lou Grant — Bright cartoon with solid impact by editorial cartoonist for the Oakland Tribune. Three columns wide. 5

Hugh Haynie — Hard-hitting, striking art by cartoonist of the Louisville Courier-Journal. Three columns wide. 5

Don Hesse — America's leading conservative cartoonist. Multi-award winner from the St. Louis Globe-Democrat. 5

Frank Interlandi — Poignant satire in this supplementary panel by award-winning Los Angeles Times artist. Two columns wide. 5

Pat Oliphant — Unique style by Pulitzer-winning cartoonist of the Denver Post. Three and four columns wide. 5

Corky Trinidad — Asian point of view by Philippine-born cartoonist for the Honolulu Star-Bulletin. Four columns wide. 2

Ben Wicks — Small panel designed for page one or editorial section by Toronto artist. One or one and one-half columns. 8

ENTERTAINMENT

Joyce Haber — Five releases each week on a new Hollywood by filmland's best columnist. 5

Marvin Kitman — Newsday's satirist of the '70s uses TV as springboard for his humor. Fine in any section of the paper. 2

Cecil Smith Television Column — Nation's top TV columnist writes incisive reports. Two are with art. 3

Shows to Watch — Capsule summaries of the upcoming top shows on TV each week. 7

TV Tee Hees — See Cartoons and Panels.

ETIQUETTE

Amy Vanderbilt's Etiquette — World's leading authority on gracious living writes high-readership releases. 6

SYNDICATE AND GENERAL FEATURES CORPORATION

FOOD

WEEKLY FREQUENCY

Fast Gourmet by Poppy Cannon — World-famous cooking expert on easy-to-fix dishes. 3

Food and Your Health — See Health

Skillet Club by Frank Kohler — Easy-to-follow recipes by a male writer who is a favorite with many women. 1

HEALTH

Child Care by William G. Crook, M.D. — Pediatrician-author provides enlightenment on care of children. 6

Food and Your Health by Fredrick J. Stare, M.D. — Nation's leading expert on nutrition. 2

For Better Health by S. L. Andelman, M.D., M.P.H. — Top authority reports on wide variety of medical subjects. 6

Medical Memos by H. L. Herschensohn, M.D. — Crisply written releases in space-saving and flexible format. Illustrated. 5

HOUSEHOLD, DO-IT-YOURSELF

Dottie Decorates by Dorothy and Harry Brown — All phases of home decorating covered in this panel. 1

Easi-Bild Woodwork Patterns — Full-size woodworking patterns with art on everything for the home. 1

Handy Family by Lloyd Birmingham — How-to-do-it strip features fine items for the home. 1

Home Line — See Women's Pages

Homeowners' Money Savers by Douglas Tuomey — Reports ways to save money on house, home projects. 2

Thrifty Nifty by Helen Robertson — One-column panel of food and household ideas. 6

Your Home — See Women's Pages

HUMOR

Art Buchwald Column — Here is America's greatest humor columnist. 3

John Crosby — Lighthearted views, via London, from the delicate writing genius of this erstwhile TV columnist. 1

Daffynitions by Paul Gilbert — Five short humorous definitions each day, six times a week. 6

Today's Chuckle — Rated most successful newspaper feature in America today. Daily page brightener. 8

Weekend Chuckles — Humor with bright art. Ideal for magazine sections. 1

OPINION COLUMNS

Joseph Alsop — Distinguished reporter and journalist who hops to world trouble spots. 3

Harry S. Ashmore — Candid, provocative and controversial reports on the state of today's civilization. 1

Tom Braden — The new liberal voice of the loyal opposition with fresh, in-depth commentary. 3

Art Buchwald — See Humor

John Crosby — See Humor

Roscoe Drummond — Famous writer has inside sources for big political stories and Washington news. 3

Lt. Gen. Ira C. Eaker — National security affairs column by knowledgeable military leader. 1

Jim Fiebig — Short, sophisticated column of wit, poignancy and warmth. 3

Clayton Fritchey — Newsday's Washington columnist writes in liberal tradition of onetime associate, Adlai Stevenson. 3

Ernest B. Furgurson — Baltimore Sun columnist approaches subjects from an unpredictable viewpoint: the "radical center." 3

Sen. Barry Goldwater — Distinguished statesman writes hard-hitting, topical and informative reports. 1

Sandra Haggerty — On Being Black column is ideal for weekend editorial, feature or family sections. 1

Paul Harvey — One of America's most popular columnists reports on the world scene. 3

Jenkin Lloyd Jones — Timely and thoughtful views on global affairs that are rich in historical perspective. 1

Russell Kirk — One weekend and three weekday columns from one of the nation's top conservative literary talents. 4

Max Lerner — Tough-minded, realistic liberal who calls his shots fearlessly. 3

Max Rafferty — Thought-provoking, stimulating and controversial columns. 2

Nick Thimmesch — Newsday's "militant moderate" Washington correspondent with unmatched news sources. 3

Stewart Udall-Jeff Stansbury — See Ecology

Harriet Van Horne — Controversial writing by top female columnist with hard-hitting viewpoint. 3

PATTERNS

California Couture Patterns — California designers produce this monthly high-fashion feature. 1/M

Creative Crochet by Lila Schneider and Jane Derryberry — Monthly home-oriented tested and proved pattern series. 1/M

Lois Holmes Knitting Pattern — Weekly service featuring latest styles by one of nation's top knitting and crochet experts. 1

Austine La Mar High Fashion — Appealing dress designs in a sparkling two-column format. 1

POETRY PANEL

A Day of Love—Lois Wyse, world's best-known writer of modern love lyrics, produces illustrated two-column poetry panel. 3

PUZZLES - QUIZZES

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RELIGION

Bread of Life by the Rev. A. Purnell Bailey — Inspiring nonsectarian feature which is ideal for editorial page. 7

Days and Customs of All Faiths by Dr. Howard V. Harper — Column gives background on religious holidays and customs. 1

RETIREMENT - SOCIAL SECURITY

WEEKLY FREQUENCY

Golden Years by Tom Collins — Column covers all phases of retirement and its planning. 1

It's Your Money by Wendell Coltin — Question-and-answer column on Social Security routines and problems. 3

Senior Forum by Paul Hightower — Questions and answers from and for members of the older generation. 5

SCIENCE

Dr. Leonard Reiffel — Distinguished NASA consultant makes science news comprehensible. From Universal Science News. With art. 3

Science for You by Bob Brown — Highly acclaimed by teachers, this illustrated feature presents science projects. 1

Stars Above by Sherman Walker — Weekly illustrated column for novice and advanced students of astronomy. 1

Universal Science News Service — All aspects of science. Three regular and two spot features each week. With exclusive art. 1

SPORTS

Jim Murray Column — The nation's top sports columnist has tremendous sense of humor and irreverence. 5

Bowling at Its Best by Dick Weber — Panel in two-column format presents how-to-do-it bowling information. 1

Ladies Day — See Cartoons and Panels

Little Sport — See Comic Strips

Power and Sail by Almon Lockabey — Report on all types of boating by a top Los Angeles Times yachting writer. 1

Sportsman's Digest by Hal Sharp — All phases of camping and outdoor life are covered in this one-column panel. 6

Tenpin Tips by Frank Clause — Short text with one-column art, this bowling panel brightens sports page. 6

WOMEN'S PAGES

A Day of Love—See Poetry

Be Smart by Kubal — One-column panel gives a bright spot to any woman's section. 6

Child Care — See Health

Clotheslines by Marylou — A new kind of direct, honest question-and-answer approach to solve readers' clothes problems. 1

Creative Mothering by Terri H. Stanley — Child-raising philosophy in capsule form—about 150 words. Line-art illustrations. 3

WEEKLY FREQUENCY

Dottie Decorates—See Household, Do-It-Yourself

Dress Doctor by Edith Head — Styling wisdom from Oscar-winning designer. Accents practical, dollar-saving ideas. With art. 2

Hollywood Beauty by Lydia Lane — Diet, grooming, health and fashion with the glamor of Hollywood. 3

Home Line by Dorothy Ritz — Chatty conversations six times weekly featuring household hints. Big mail puller. 6

Love Is . . . — See Cartoons and Panels

Thrifty Nifty—See Household, Do-It-Yourself

Amy Vanderbilt's Etiquette—See Etiquette

Your Home by Carolyn S. Murray — Illustrated columns on home and furniture by Los Angeles Times Home Magazine editor. 2

SPECIAL FEATURES

All About Pets by Eleanor Price — Column with beautiful line-drawing art covers all domestic pets. 1

Ask Beth by Beth Winship — Teen-agers really read and appreciate this top-rated, highly praised advice column from the Boston Globe. 3

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Horoscope—dexS-300-man—Francesco Waldner ..... MIL
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Jeane Dixon Horoscope—7tw-600-orp—Jeane Dixon... CTN
Jeane Dixon Predictions—san-2000-mim—Jeane Dixon CTN
Marga Eyes The Stars—w-2c14"-orp—
Margarette Gilmore ..... QUF
Moon Messages—d-200-mim—Cullen Moore ..... CMS
New Year Tips For You—an-1200-mim—Cullen Moore CMS
Olga Knows—w-600-mat-orp—Olga ..... CHR
Pen Is Mightier Than The Couch—w/tw/3xwk-
100/200-ill-mim—Patricia Lavin ..... LAV
Pen Is Mightier Than The Couch—w-400-mim—
Patricia Lavin ..... BUR
Righter, Carroll Horoscope—7tw-700-orp—
Carroll Righter ..... MCN
Star Gazer—dS-2c4½"-mat-orp—Clay Pollan ..... MCN
Star Mates & Friends—12 parts-725 each-mim—
Cullen Moore ..... CMS
Star Partners—78 parts-560 each-mim—Cullen Moore CMS
Stars Tell On—w-500-orp—D. Modin ..... GRG
Star Tips—6tw-500-mat—D. Modin ..... GRG
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2c2½"-orp—John Prinkey ..... OTH
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The Occult Explained—3tw-500-orp—D. Modin .... GRG
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Wishing Well—7tw-2c-mat-orp..William Miller ..... KFS
Your Birthday—dS-800-orp—Stella Wilder ..... UFS
Your Horoscope—w-500-mim—Gordon B. Greb &
Darlene A. Greb ..... NMS
Your Stars—w-800-man—Constance Sharpe ..... MIL
Your Horoscope Guide—w-500-orp—Mrs. Gina Ceaglio CNS
Your Individual Horoscope—7tw-1c-orp—Frances Drake KFS
Your 1972-1973 Twin Dates Calendar—an-var-man—
Marie DeJeux ..... UNQ
Zodiyaks—w/m/sm-sph-orp-ill—John Prinkey ..... OTH

2—AUTOMOTIVE

Auto Album—w-2c5"-mat-orp—Tad Burness .... KFS-LLS
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Automobile Buyer's Guide—an-7"x10"—paperbound
book 100 pgs.-ptg-ill—Mel Martin ..... MME
Automobiles—w-400-mim—David Allen ..... DHJ
Automotive—m-var-igp—Ida Fried ..... EPS
Automotive Features—m-1500-igp—Ray Hite ..... ECS
Autorama—w-1000-var-mim—Mel Martin ..... MME
Camping Coachman—w-var-orp—Bilko ..... BPS
Car Crazy—w-var-orp—Bilko ..... BPS
Dateline: Detroit—w-600-mim—Don O'Reilly ..... AU
Inside Auto Racing—3tw-600-mim—Don O'Reilly .... AU
Intelligram—fn-2500-mim—Staff ..... WWI
Let's Talk About Your Car—w-500-mim—Ray Hite .. ECS
Motor Racing—w-2c10"-mim—
Ed Dunckelmann & Staff ..... INF
Motor Tips—w-500-mim—Stirling Moss ..... BPS
Motorways—w-750-mim-orp-igp—Jeff Cushing ..... CNS
One For The Road—S-600-mim—Arthur Godfrey ....NANA
Ray Carr Talks Cars—w-1400-mim—Daniel O'Connell CAF
Teenage Driving Tips—w-500-orp—Jane Sherrod .... BPS
Teens On Wheels—w-250-mim—Mike Lamm ..... APN
The Driver's Seat—w-550-mim—C. Stewart Mead .. MEA
Under The Hood—w-750-mim—Ed Janicki ..... BPS
Wheels!—w-600-mim-orp—Jeff Scott ..... NPF
Your Car—w-700-mim—Ray Stapley ..... TSS
Your Car—w-350-mim-ill—Eugene Milmore ..... GFC
Your Week Ahead—w-2c9"-ill-mat-orp—
Dr. A. W. Damis ..... CSP

3—AVIATION

Aero/Space Age Review—w-1800-mim-ill-igp—
Lt. Col. John L. Scherer, Ret., U.S.A.F.R. .... SCH
Military Affairs—w-750-mim—L. Edgar Prina ..... CNS
Space Age Report—w-750-mim-orp—Frank Macomber CNS
The Aristocrats—d-2c-mat-orp—Bob Kane ..... LED

4—BEAUTY

A Lovelier You—5tw-85-1c-2c-ilm—Mary Sue Miller PHS
A New You—3tw-1c-ill-mim-orp—Emily Wilkens .... KFS
Ask Jennifer—2tw-600-mim-ill-ocr—
Jennifer Anderson ..... CTN
Beauty—m-var-igp—Dina Dellale ..... EPS
Beauty and You—dexS-400-mim—Solange Bertrand.. UFS
Beauty at Home—dexS/w-160-225-mim—Lynn Carter.. WLG
Beauty Tips from Hollywood—w-750-orp—
Various personalities ..... BPS
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Various Hollywood Stars ..... BPS
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Editorial Research Reports—w-5tw-500-orp-ill—
Staff ..... CQ
Fashion 'N Figure—w-2tw-3tw-3c4½"-orp—
Paige Palmer ..... FAS
Hair Do's-Do It Yourself—w-2c5"/-mat-igp—
Paul Hamlin ..... SPS
Headlines—w-300-ill-orp—Kenneth ..... CTN
Hollywood Beauty—3tw-350-mim-igp—Lydia Lane .... LAT
Successful Living—w/m/sm/-500-orp—Doris Clark .. OTH
Teen Scene—d/w-1c4"-orp—Ben Corey ..... HAR
The Weekly Grab Bag—w-var-orp—Staff ..... CTN
Youth Parade—S-250-mim-igp—Reba and
Bonnie Churchill ..... NNS

4A—BOATING

Boating—m-var--igp—Ida Fried ..... EPS
Boating—w-1c-750 words-mim-mat-orp—Stan Davies NNS
Boating—w-500-orp—Jack Woliston ..... UPI
Dock Lines—w-1000-var-mim—Mel Martin ..... MME
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Intelligram—fn-2500-mim—Staff ..... WWI
Martin's International Newsreel—occ-var-igp—
M. W. Martin and others ..... MAR
Outdoor Guideposts—w-2c5"-orp—Fred Luks ..... OUG
Patterns For Better Living—dS-var-igp-man—
Steve Ellingson ..... UB
U-Bild It—dS-var-igp-man—Steve Ellingson ..... UB
U-Bild—w-300-mim-ill-igp—Steve Ellingson ..... MS

5—BOOKS

A Good Book To Read—cont-500-man—Martin J. Ross LAW
Authors & Books—w-qpt-orp—Gary Baranik ..... BAR
Book Best Seller List—w-2c6"-mim—Kildare Dobbs .. TSS
Book Reviews—w-400-mim—Barney Glazer ..... TCN
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Book Review—w-400-mim-orp—Staff ..... CNS
Book Reviews—S-250-orp—Ernest Cady ..... DF
Book Reviews—w-300-mim—Kildare Dobbs ..... TSS
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Bookshelf—eom-500-man—Jeff Lee ..... SA
Cartoon Books—m-var-orp—Various ..... BPS
Christmas Features—d/w-750-orp-ill—Various authors OPS
Condensations of Books—sea-var-1200/1500-man-mim-igp—Staff ..... ZUB
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Robert Kirsch Column—w-800-mim—Robert Kirsch .. LTWP
Saturday Review Book Service for Newspapers—w-ps-mim-igp-mat—John Barkhan ..... SAT
Serialized Books—sea-var-500/1500-man-mim-igp—Staff ..... ZUB
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What's New In Books—qt-350-mim—Robert Lasky .. AEW
World Of Books—3tw-500-mim—William Hogan .... CHR
World Of Youth—w-500/600-mim—Buddy Nevins ... CIT
Ye Olde Book Nook—w-350/500-man—John M. Schofield ..... MLD
Zane Grey Novels—d/w-hps-pt-1500-orp—Zane Grey .. BPS

6—BRIDGE

B. Jay Becker's Contract Bridge—d-mat-orp—B. Jay Becker ..... KFS
Goren on Bridge—7tw-600-mat-orp—Charles Goren CTN
Karpin On Bridge—7tw-600-mim—Fred L. Karpin .. CTN
Modern Bridge—w-500-orp—J. Fern ..... BPS
Sheinwold On Bridge—d-300/S-700-mim-ill—Alfred Sheinwold ..... GFC
The Aces On Bridge—ds-750-orp—Ira G. Corn, Jr. .. UFS

7—BUSINESS - FINANCIAL

A Family And Its Money—w-600-mim—G. L. Ludeke BEL
A Good Book To Read—cont-500-man—Martin J. Ross LAW
A Woman and Her Money—w-600-mim—G. L. Ludeke BEL
Advertising & Marketing—w-750-mim—Jack Kelly.... ICS
Business and Astrology—w-500-orp—Sybil Leek ..... BPS
Business and the Stock Market—w-600-mim—Babson Staff ..... BAB
Business Blueprint—w-750—Ed Nassauer ..... ICS
Business Outlook—3tw-var-ilm-orp—J. A. Livingston.. PHS
Business Today—5tw-450-wire ..... UPI
Business Week in Review—S-700-wire—Staff ..... UPI
Business World—w-500-wire—Dean C. Miller & Staff. UPI
Canadian Business Report—5tw-var-mim—John Meyer TSS
Career Corner—3tw-600-orp—Joyce Lain Kennedy .... MCN
Centsible Shopping—w-400-orp—Joyce Roark ..... CNS
China—m-500/600-orp—Various ..... FNS
Daily Stock Market Chart (short term trend)—d-5tw-orp-ill—Charles E. Carden ..... STO
Dian Cohen—occ-var-mim—Dian Cohen ..... TSS
East-West Trade—m-500-orp—Various ..... FNS
Economic Groupings—m-300/750-orp—Various ..... FNS
Economic Impact—sw-1000-mim—Hobart Rowan ....LTWP
Editorial Research Reports—w/5tw-500-orp-ill—Staff . CQ
Everybody's Money—3tw-650-mim—Merryle Stanley Rukeyser ..... SIM
Family Finance—w-600-mim—Betty Yarmon ..... UFS
Finance—5tw-400-mim—Jack McArthur ..... TSS
Golden Years—w-650-mim—Tom Collins ..... GFC
Heritage of the American Businessmen, The—d-100-spv-man—Michael H. McBride ..... HER
Homes—w-450-orp—Dorothea M. Brooks ..... UPI
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Human Side of Investing, The—w-600-mim—G. L. Ludeke ..... BEL
Idea Chaser—dexS-1c2¾"-mat-orp—Jerry Langell .... AF
Insurance Adviser—w-300-mim—Saul Sokol ..... DF
Insurance For Consumers—d-500-orp—Dave Goodwin.. GOO
Intelligram—6p-2500-mim—Staff ..... WWI
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Investor's Guide—6tw-ic-orp—Sam Shulsky ..... KFS
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Janeway Economic Service—4tw-700-orp—Eliot Janeway CTN
Labor Report—w-500-mim—Ed Finn ..... TSS
Latin America—m-500/600-orp-various ..... FNS
Legal Aid—cont-500-man—Martin J. Ross ..... LAW
Legal Briefs—2c4"-orp—G. Wood ..... MGN
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Loeb On Wall Street—S-600-mim—Gerald M. Loeb NANA
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Money Matters—w-400-orp—Dave Goodwin ..... GOO
Money Matters—w-500-mim-orp—Carl Ritter ..... CNS
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Successful Investing—5tw-200-mim—Roger Spear .... GFC
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The Carden Report—d-2c7½"-mat-orp—Charles E. Carden ..... STO
The Daily Investor—5tw-700-mim—Charles J. Elia .. UFS
The Legal Way—w-500-orp—Edward J. Demson ..... CNS
The Money Tree—3tw-600-mim—Milton Moscowitz .. CHR
The Stock Market—5tw-600-mim—Philip Greer ....LTWP
Ticker Topics—w-500-mim—Ed Nassauer ..... ICS
Today's Economy and the Consumer—tw-600-mim—Dr. Patricia Shontz ..... UNP
Trade Winds—dexS-600-mim—Lou Schneider ..UFS-NANA
Trials & Tribulations—tw-300-mim—Florence K. Palmer AD
UPI Financial News Service ..... UPI
Wall Street Chatter—5tw-450-wire—Staff ..... UPI
Wall Street Report—w-800-mim—Philip Greer ....LTWP
Watching Your Dollar—w-350/500-orp—Dr. Jack Knusel ..... NLI
Washington Doings—d-500-2c8"-mat-orp-ill—J. D. Roberts ..... MOR
What's The Law—dexS-400 mim—Jack Strauss ..... UFS
World of Work—w-350-orp-man—James D. Hodgson.. NEA
You And Your Money—w-500-orp—Judith Rhoades .. CNS
Your Medicare—w-400-mim—Eugene Miller ..... MLN
Your Money—5tw-500-mim—Ray Magladry ..... TSS
Your Money's Worth—5tw-600-orp-ocr—Sylvia Porter PHS

8—CARTOONS AND PANELS

Abe Martin—d-1c2¾"-25 words-mim-ilm-mat-orp—Kim Hubbard ..... NNS
Ad Libs—dexS-1c/2c-mat-orp—Larry Hurb & Jim Whiting ..... GFC
Alumnae, The—dexS-2c3"-orp-mat—Mary Gauerke .... RTS
Altar Boy Named Speck—w-2c4"-orp—Margaret Ahern ..... NCW
Amy—dexS-2c3"-mat-orp—Jack Tippit ..... RTS
Andy Capp—dS-3c4"/4c/5c-hps-tps-hpt-orp-mat—Reg Smythe ..... MIL
Animalogic—dexS-1c4"-mat-orp—Ed Nofziger ..... LAT
Apple Pie—w-2c4¼"-orp—D. Boyd & G. Wood ..... MGN
Around Town—w-2c5"-mat-orp—Rube Weiss ..... BLA
Art's Gallery—d-2c6"-mat-orp—Art Finley ..... CTN
As You Were—dexS-2c4½"-orp-mat—Jim Baker ....PIO
Bannister Babies—3tw-2c5"-igp-mim—Constance Bannister ..... CF
Bee Smart—w/m/sm-sph-orp-ill—John Prinkey ..... OTH
Belly Laughs—dexS-4x5"-orp-mat—Sarge O'Neill ..... SOU
Berry's World—d-2c4½"-orp-mat; S-tps-qps-hpt-orp-mat—Jim Berry ..... NEA
Best Cartoons From Australia—w-var-orp—Various Artists ..... BPS
Best Cartoons From Europe—w-var-orp—Various Artists ..... BPS
Best Cartoon of Week—w-var-orp-mat—Various Artists ..... AM
Better Half, The—d-2c3"-mat-orp; S-pt-htp-tps-mat-orp—Ruth Barnes ..... RTS
Betty Botch—w-2c4¾"-orp—Mel Millar ..... AND
Bible Today—w-2c4"-mat-orp-ill—M. Roget ..... MOR
Big George—d-2c-1½c-ilm; S-pt-hps-tps-mat—Virgil Partch ..... PHS
Bigg's Business—dS-1c2¼"-2c4¼"-orp—Bob Zahn.. CEN
Bob Botch—w-2c4¾"-orp—Mel Millar ..... AND
Boy and Girl—dexS-2c2"-mat-orp—John Rouson .... GFC
Brother Juniper—dexS-1½c-2c-ilm—Fred McCarthy & Len Reno ..... PHS
Bumper Sticker—d-5¼"x1¼"/4½"x1⅜"-orp-mat; S-spv-orp-mat—Talbert & Mora ..... MCN
Bumper Stickers—w-1c1½"-ill-mat-orp—Mike Bennett ..... CSP
Button-A-Day—d-1c2¾"-orp-mat—Ed Moore ..... UFS
Campaign Button—d-1c4"-orp-ilm—Kearney Egerton .. INO
Carmichael—dexS-1c5"-mat-orp—Dave Eastman .... LAT
Carnival—d-2c5¼"-orp-mat (plus Mr. Merryweather)-hps—tps-pt-hpt-mat—Dick Turner ..... NEA
Cartoon Books—m-var-orp-various ..... BPS
Cartoon Humor Service—qt-(36 cartoons)-1c/2c-orp-mat—various ..... GF
Channel Chuckles—dexS-1c4"-orp-mat—Bill Keane .. RTS
Children's Letters—d-1c-2c-mat-orp—Stuart Hample KFS
Christmas Features—d/w-750-orp-ill—Various authors ..... OPS
Church Chuckles—w-2c4½"-orp-mat—Charles Cartwright .....CAR-SM
Church Humor—S-1c2c-orp-mat—Leo Canavan ..... CTN
Citizen Smith—dexS-2c3"-orp-mat—Dave Gerard .... RTS
Classified Close-Ups—in various sizes-orp-mat—Various ..... GF
Crazy Capers—dexS-1c3"-orp-mat—Various artists .... CF
Crossword Puzzle—w-2c-orp-mat—Bernice Paschen .... SM
Curley's Cranes—dexS-mat-orp—Roger Curley ..... AF
Dennis the Menace—d-2c-mat; S-pt-hpt-tps-mat—Hank Ketcham ..... PHS
Dinah Mite—w-1c1⅞"-mat-igp—Joe E. Buresch .... JEB
Doug Sneyd Cartoon—5tw-2c-mat-igp-orp—Doug Sneyd ..... CTN
Dunagin's People—d-2c-mat" S-tps-hpt-mat—Ralph Dunagin ..... PHS
Editorial Cartoons—dS-3c6" mat-orp—Eugene Craig & Doc Goodwin ..... DF
Environotes—5tw-1c3"-orp-mat—Lloyd Birmingham .. RNS
Family Circus—d-2c3"-3c6"-orp-mat; S-tsp-hpt-mat-orp—Bill Keane ..... RTS
Fantastic Foster Fenwick—dexS-2c5"-mat—Mal Hancock ..... WSS
Farrisweel—6tw-2c-mat-orp—Joseph Farris ..... CTN
Fish Lines—m-3"x2½"-orp-various ..... COM
Fletcher, The 4-H'r—w-1c1⅞"-mat-igp—Joe E. Buresch ..... JEB
For Heaven's Sake—occ-2c-orp—Ruth Davis ..... HEA
Funny Business—dexS; 2c1½"/1c3¼"-mat-orp—Roger Bollen ..... NEA
Funsters—dexS-1c2½"-mat-orp—John Broudhecker .. AF
Ginger—d-1c2"-2c4"-orp-mat—Orla Getterman ..... UFS
Girls, The—dexS-2c-1½c-ilm—Franklin Folger ..... PHS
Golden Age—3tw-2½x3"-mat—Robert Hoover ..... DF
Graffiti—d-1c3¼"-orp-mat; S-tps-orp-mat—Bill Leary ..... MCN
Grin & Bear It—d-2c-3c-mat; S-pt-hps-tps-hpt-sph-Mat—George Licnty ..... PHS
Grounds For Divorce—occ-1c-orp—Ruth Davis ..... HEA
Have Fun!—w-1c11"-mat-orp—Lee Bryan ..... BLA
Hazel—d-2c-mat-orp—Ted Key ..... KFS
Head/Lines—6tw-2c2½"-mat-orp—Bill Dana ..... LAT
Hector The Director—d-1c3"-mat-orp—Rama Braggiotti LED
Holiday Happenings (Xmas)—an-2c-orp-mat—Art Gates GF
Honeydew—dexS-1c3"-orp-mat—Henry Gaines Goodman, Jr. ..... GOJ
Hospital Quips—w-2c5"-mat-orp—Rube Weiss ..... BLA
How Come?—w-2c4"-ill-mat-orp—Lo Linkert ..... CSP
Hutch Panel—w-2c4¾"-orp—Hutch ..... AND
Idea Chaser—dexS-1c2¾"-mat-orp—Jerry Langell .... AF
Iffy—d-1c2¼"-2c4½"-orp-mat—Steven Amy ..... UFS
International Syndication of Cartoons—d/w/m-various sizes-orp-color transparencies ..... OPS
International Service of Original & Reprint Panel Cartoons—w-var-orp ..... ROA
It's A Cockeyed World—w-2c5"-mat—Joe Kaliff .... AMF
It's A Laugh—w-2c5"-orp-mat—Rube Weiss ..... BLA
It's Love—dexS-1c2"-mat—Chuck Bowen & Gwen Bowen ..... UNP
J. J.—Roy Dewar ..... RTS
Jack Knife and T. Spoon—dexS-2x7¾"-orp-mat—Sarge O'Neill ..... SOU
Jest For Laffs—dS-1¾"x6⅛"-orp—Audie Bransford.. CEN
Johnny Wonder—d-4c3½"/2c7¼"-mat-orp; S-hps-tps-pt—Dick Rogers ..... NEA
John Billings Sez—w-2c5"/1c4"-mat-orp—Rube Weiss. BLA
Ladies Day—dexS-1c2"-mat-orp—John Rouson .....GFC
Ladults—m-3"x2½"-orp—various ..... COM
Laff of the Week—w-2c4½"-ill-mat-orp—Staff ..... CSP
***Laff-A-Day**—d-1c-2c-mat-orp ..... KFS
Larry From Punch—w-var-orp—Larry ..... BPS
Laughs From Europe—dexS-2c4½"-mat-orp—various artists ..... RTS
Laugh It Off—d-1c-mat-orp—Syd Hoff ..... KFS
Laugh Time—d-2c-mat-orp—Bob Schroeter ..... KFS
Laughing Matter—d-2c-mat—Salo ..... CTN
Laughout—m-3"x2½"-orp—various ..... COM
Legal Laffs—w-2c5"-orp-mat—Rube Weiss ..... BLA
Life In The Suburbs—w-2c/3c-mat-orp—Al Smith ....SM
Life's Like That—d-1c2⅛"-2c4¾"-mat-orp; S-hps-tps-pt-mat-orp—Fred Neher ..... UFS
Life's Little Moments—dexS-2c3½"-mat-orp—Jerry Stewart ..... AF
Li'l Ones—d-1c1½"-mat-orp—Jim Whiting ..... GFC
Lippy The Yippy—dexS-2x7¾"-orp-mat—Sarge O'Neill & Bill Wright ..... SOU
***Little Woman, The**—d-1c-2c; S-hps-tps-pt; mat-orp—Don Tobin ..... KFS
Live n' Laff—w-2c5"-mat-orp—Rube Weiss ..... BLA
Living—w-1c/2c-mat-orp—Hal Holland ..... SM
Lockhorns, The—d-2c; S-tps-hpt-mat-orp—William P. Hoest ..... KFS
William Carrell ..... KFS
Lonely Heart—d/w-1c-mat-orp—Here Ficklen ..... AVA
Love Is—dexS-1c3"-mat-orp—Kim Grove ..... LAT
Lumpets—dexS-1c3"-mat—Mal Hancock ..... WSS
Marmaduke—d1c/2c3½"-mat-orp; S-hps-tps-pt-hpt-met-orp—Brad Anderson ..... NNS
Matrimoney—m-3"x2½"-orp—various ..... COM
Max & Mini—d-2c5"-mat-orp—Doug Wright ..... ARG
Meditation—d-2c-mat; S-tps-hpt-transparencies—Peter Max ..... PHS
Mid-Town Mavor—w-1c3½"-ill-mat-orp—Farmer Dudgeon ..... CSP
Mostly Male—S-pt-hps-tps-mat—"Doc" Goodwin ..... DF
Mr. Tweedy—dexS-2c3¼"-mat-orp—Ned Riddle .... GFC
Mrs. Bee. The Working Wife—dexS-1c2¾-mat-orp—Howard Boughner ..... AF
My Answer—6tw-400-orp—Billy Graham ..... CTN
Naturebug—S-tps-hps-mat—John Hazlett and Edward S. Thomas ..... DF
New!—d-1c4¼"-mat—Gene Fawcette ..... CWF
Notes On The News—dexS-1c2¾"-orp-mat—Charles D. Pearson ..... PEA
Nothing But The Truth—w-2c-mat-orp—Russ Arnold ... SM
Off the Record—d-2c4½"-mat-orp; S-hps-tps-pt-sph-mat-orp—Ed Reed ..... RTS
Office Ours—m-3"x2½"-orp—various ..... COM
On Campus—dexS-2c3½"-mat-orp— Phil Frank ..... AF
Out of Orbit—d/w1c-mat-orp—Here Ficklen ..... AVA
Out Our Way—d-2c2¾"/2½c4¼"/3c5"-mat-orp; Neeley Cochran; S-hps-tps-pt-hpt-mat-orp—Ed Sullivan ..... NEA
Patterson's People—dexS-1c2¾"-mat-orp—Gene Patterson ..... AF
Penny Thoughts—dex.S-1c3"-mat-orp—Michael Fortuna—Jackie & Spears ..... AF
People-Watching—5tw-1c2¾"-mat-orp—Robert York .. AF
Philip's Flock—S-4c2"-mat-orp—Doc Goodwin ..... DF
Pick of Punch—d-2c4½"-mat-orp—Punch Magazine .. SUN
Pick of Punch—dexS-2c4"-mat-orp—Punch Magazine Contributors ..... LAT
Pixies—d-1c3¼"-orp-mat—Jack Wohl ..... UFS
Pollutocrats—dexS-2c3"-mat-orp—Gordon & Mark Larkin ..... AF
***Ponytail**—d-2c; S-hps-tps-pt-mat-orp—Lee Holley ... KFS
Prayers For The Twentieth Century—occ-2c-orp—Ruth Davis & Bob Maley ..... HEA

Punch Line—w-1c3½"-ill-mat-orp—Staff ..... CSP
Pun-Kins—w-2c3⅞"-orp—Pat Anderson ..... AND
***Queenie**—1c-2c-mat-orp—Phil Interlandi ..... KFS
Quickies—d-1c3"/2c3"-orp-mat—Ken Reynolds ..... REY
Ripley's Believe It Or Not—d-2c-3c; S-hps-tps-mat-orp ..... KFS
Sammy Lump—6tw-4c2¼"-orp—Donald Knudsen .... UNN
Seventeen—d-2c-mat-orp—Lansky ..... CTN
Shadow Mischief—dexS-2c3½"-mat—Dr. Richard Smith ..... UNP
Shanghai Lil—dex.S-2x7¾"-orp-mat—Sarge O'Neill .. SOU
Shredded Wit—d/w-1x3—Nonnie Coan ..... COA
Short Stories—d-1c3"; S-6"x10"-orp-mat—various ... GF
Show Biz—w-2c5"-mat-orp—Flash ..... NEA
Sign-O-Rama—5tw-2c4"-1c3¼"-mat-orp—M. W. Martin ..... MAR
Simpkins—d-2c-mat-orp—George Crenshaw ..... CTN
Smart Chart—dex.S-1c3"-mat-orp—Herb Stansbury ... LAT
Small Fry Diary—d-1x3-mim—Nonnie E. Coan ..... COA
Small Shots—m-3"x2½"-orp—various ..... COM
Small Talk—5tw-1c3"-orp-mat—Becky ..... CTN
Smiling Out Loud—tw-4x5"-orp-mat—Sarge O'Neill .. SOU
Sportstop—m-3"x2½"-orp—various ..... COM
Sporteaser—dexS-1c4"-orp-mat—Eddie Germano ..... CF
Star Gazer—dS-2c4½"-orp-mat ..... MCN
Static—m-3"x2½"-orp—various ..... COM
Still Life—d-1c-2c-mat-orp—Jerry Robinson ..... CTN
Stock Cartoon Service—ind-var-orp ..... ROA
Strictly Business—dexS-1c-2c-ilm—Dale McFeatters ... PHS
Teentrums—m-3x2½"-orp-various ..... COM
The Barnyard Gate—dexS-4x5"-orp-mat—Sarge O'Neill ..... SOU
The Cartoon Bug—w-4c-mat-orp ..... CTN
The Good Old Days—S-3c-hpt-tps—Edwin L. Hess .... UFS
The Law—6tw-2c2¼"-orp—Charles Schwab ..... UNN
The Neighbors—d-2c-mat-orp—George Clark ..... CTN
There Oughta Be A Law—d-3c4"-1cs"-orp-mat-S-hps-tps-pt-hpt-orp-mat—Whipple & Borth ..... UFS
They'll Do It Every Time—d-3c; S-hps-tps-pt; mat-orp—Bob Dunn & Al Scaduto ..... KFS
Think On These Things—5tw-200-mim—Joyce Hifler .. CTN
Think-Tank—m-3"x2½"-orp-various ..... COM
13 to 19—m-3"x2½"-orp—various ..... COM
Time Out—dexS-1c-2c-ilm—Jeff Keate ..... PHS
Tips—w-1c2½"/2c4½"-orp-mat—Ken Reynolds ..... REY
Today Is—dexS-1c3½"-orp-mat—Ray Cruse ..... CRS
Today's Laugh—2Stm-2c-mat—Jeff Keate, Reamer Keller CTN
Today's World—d-w-1c3"-mat-orp—David Brown ..... BRO
***Trudy**—d-2c; S-tps-pt-hpt-mat-orp—Jerry Marcus ... KFS
TV Tee-Hees—d-1c1½"-mat-orp—Henry Scarpelli .... GFC
VIPeewees—d-1c2¼"/2c4½"-orp-mat—Jack Wohl+3 . UFS
Weatherette—d-1c3"-mat-orp—Ted Martin ..... ARG
Webster Cartoons, H. T.—w-2c-mat-orp— H. T. Webster SM
Wee Whimsy—dexS-1c3½;-mat-orp—Doug Sneyd ..... TSS
Wee Women—d-1c1½"-mat-orp—Jim Whiting ..... GFC
Why We Say—dexS-1c3"-mat-orp—Bob Morgan and Pete Hoffman ..... GFC
Woody's World—d-2c3½"-mat-orp—John Holm ..... NNS
Word-A-Day—dexS-1c-mat—Micky Bach ..... PHS
Zigny—dexS-2c4"-mat—Tom Wilson ..... UNP
Zodiyaks—w/m/sm-sph-orp-ill—John Prinkey ..... OTH
Zody—d-1c2¾"-orp-mat—Mary Myers ..... UFS

9—CHESS-CHECKERS

Chess-Master—w-300-1c3"-ill-mat-orp—George Koltanowski ..... GG

10—CHILDREN

A Child Learns to Swim—sea-2c6"-orp-mat—Staff .... TSS
Amanda Panda—d-4c2⅛"-mat-orp; S-hps-tps-pt-mat-orp—Marcia Course & Jack Millic ..... NEA
Animail—S-500-mim-ill-orp-ocr—Cleveland Amory .... CTN
Around The House With Jan Paul—w-var-mim—Jan S. Paul ..... PAU
Ask A Teacher—w-500-mim—Ellen Holt ..... OHF
Bauer's Puzzles—w-spv-orp-ill—Herb Bauer ..... BPS
Bee Smart—w/m/sm-sph-orp-ill—John Prinkey ..... OTH
Cappy Dick—S-hps-pt-tps-mat—Cappy Dick ..... PHS
Chess Master—w-300-1c3"-ill-mat-orp—George Koltanowski ..... GG
Children's Books—S-dt-mat-50 authors ..... SPS
Children Quizzes—w-500-orp—J. Sherrod ..... BPS
Coins Count—w-500-orp—Paul J. Weis ..... CNS
Coloring College—S-hpt(b+w)-mat—Curzon ..... CTN
Don't Throw Away—w-400-ilg-orp—Edna Clapper ..... CTN
Dr. A's Bedtime Stories—w-600-ill-mil-igp—Dr. A. .. AVS
Fun and Games—w-spv-orp-ill—Herb Bauer ..... BPS
Johnny Wonder—d-4c3½"/2c7⅛"-mat-orp; S-hps-tps-pt-mat-orp—Dick Rogers ..... NEA
Junior Editors—dexS-100-mat-orp—Joe Cunningham .. APN
Junior Whirl—S-tps-hpt-color ill-mat-orp—Hal Kaufman KFS
Junior Jumble—S-3c-orp-mat—Bob Lee & Henri Arnold CTN
Let's Make—w-2c5"-orp-mat—Ben Corey ..... HAR
Little People's Puzzle—dS-orp—Leo White ..... UFS
Our Children—w-boo-orp—Dr. Willard Abraham ..... CNS
Parents & Children—2tw-500-mim-orp-ocr—Saul Kapel, M.D. ..... CTN
Parents and Children—3tw-2c/500 words-mim-ill-mat-orp—Arnold Arnold ..... NNS
Power to the Parents—cont-14,000-mim—Joseph & Lois Bird ..... DDS
Play Funnies—5tw-1c3"-mat-orp—Becky ..... CTN
Small Talk—5tw-1c3"-orp-mat—Becky ..... CTN
Talk To Teena—w-500-mim—Gleeda McConahay ..... CIT
Tell Me Why—dexS-500-mim—Arkady Leokum ..... WSS
Test Yourself—w/d-500-orp-igp—Jane S. Singer ..... BPS
Tiny Times—w-4pt-orp-mat—Brint Schorer Jr. ..... TIN
Tiny Turtle's Play Corner—6tw-gps-orp-mat—Brint Schorer, Jr. ..... TIN
Uncle Ray's Column—dexS-400-1c-ilm-orp-ocr—Ramon Coffman ..... PHS
You and Your Child—2tw-800-orp—Joan Beck ..... CTN
You, Your Child and School—w/3tw-500-mim—David Nydlick ..... DAN
Young and Healthy—3tw-600-mim-orp-ocr—Dr. Frank Falkner ..... CTN
Young Hobby Club—dexS-250-1c-ilm-orp-ocr—Cappy Dick ..... PHS

11—COLUMNS

A Day of Love—tw-2c5"-orp-mat—Lois Wyse ..... LAT
A Good Book To Read—cont-500-man—Martin J. Ross LAW
A Lovlier You—5tw-85-1c-2c-ilm—Mary Sue Miller .. PHS
A Matter of Taste—3tw-350-ill-orp-ocr—William Pahlmann ..... PHS
A Time To Live—w-700-mim—W. Robert Walton .... UNP
A Word Edgewise—3tw-1c-mim-orp—John P. Roche .. KFS
About Antiques—w-250-2c7" (varies)-ilm-mim-orp—Ivor & Laurette Brown ..... BRO
About Real Estate—w-800-mim—Don Campbell ..... RTS
About Wine—w-350-ilm-mat—Colin Mackay ..... CWF
Adam's Rib—d/cont-350/400-man—Eve Athens ..... CEN
Advice To The Taxlorn—S-600-mim—William L. Raby . INO
Aero/Space Age Review—w-1200-mim-ill-igp—Lt. Col. John L. Scherer, Ret. U.S.A.F.R. ..... SCH
After A Fashion—3tw-900-mim-ill—Marian Christy .. UFS
Alexander, Holmes—dexsat-S-600-mim—Holmes Alexander ..... MCN
Along The Food Trail—w-600-orp—The Bascomes .... CNS
Amy Vanderbilt's Etiquette—6tw-500-mim—Amy Vanderbilt ..... LAT
An Editor's Outlook—w-750-mim—Jenkin Lloyd Jones GFC
Animail—S-500-mim-ill-orp-ocr—Cleveland Amory ... CTN
Ann Lander's Column—dS-750-orp-ocr—Ann Landers .. PHS
Another Look—w-800-mim—Robert Yoakum ..... YOA
Antiques—w-400-mim-ill-igp—Dorothy H. Jenkins .... DHJ
Antiques—w-350-mim-igp—Anne Gilbert ..... NNS
Antique Wise—S-500-mim-igp—Dorothy Hammond .... CF
Around The House With Jan Paul—w-var-mim—Jan S. Paul ..... PAU
As I View It—w-600-mim—Dr. John W. Gilbaugh .... AD
Asian Report—ind-500/1200-mim—Mark Gayn ..... TSS
Ask Aunt Madge—dS-150-man—Mary Madge Saksens .. CEN
Ask Dr. Rueben—3tw-700-mim-orp-ocr—Dr. David Rueben ..... CTN
Ask Beth—3tw-350-mim—Beth Winship ..... LAT
Ask Dr. Brothers—7tw-1c-mim-orp—Dr. Joyce Brothers KFS
Ask Jennifer—2tw-600-mim-ill-ocr—Jennifer Anderson MED
Assignment: America—3tw-1c-mim-orp—Phyllis Battelle KFS
Astro-Guide—7tw-2c5"-mat-orp—Ceean ..... CTN
Astrology For The Millions—w-500-orp—Sybil Leek .. BPS
Astrology Today—w-500-orp—J. Naylor ..... BPS
At Wit's End—3tw-400-mim—Erma Bombeck ..... MIL
At Wit's End—3tw-400-orp-ocr—Erma Bombeck .... PHS
Avenues Of Male Fashions—4tw-mim—Chip Tolbert .. UFS
Barney's Blarney—dS-200-mim—Barney Glazer ..... TCN
Barney Glazer In Hollywood—dS-400-mim—Barney Glazer ..... TCN
Batman Hot Line—tw-375-mim—Bruce Wayne .. ... LED
Be Crafty—w-400-orp-ill—Alice Morrell ..... CNS
Beauty And You—dex.S-400-mim—Solange Bertrand .. UFS
Beauty Tips from Hollywood—w-750-orp-various personalities ..... BPS
Before You Buy—w-800-mim—Margaret Dana ..... UFS
Behind The Scenes At The United Nations—w-var-mim—David Horowitz ..... WUP
Bernstein on Words—3tw-300-mim-ill—Theodore M. Bernstein ..... NYTS
Best Editorial of Week—w-var-orp-various ..... AM
Better Grooming—w-500-orp-various Hollywood Stars BPS
Better Living—w-tpt-man—Ruth Thompson ..... DIC
Betty Beale's Washington Letter—w-750-mim-ill—Betty Beale ..... PHS
Between Us—w-1c-ill-orp—Dr. Haim Ginott ..... KFS
Biossat Column—tw-700-orp-man—Bruce Biossat ..... NEA
Birthday Quiz—dex.S-200-mim—Gordon A. Greb ..... NMS
Black Variety—Mason Young ..... MMP
Book Reviews—S-250-orp—Ernest Cady ..... DF
Books Reviews—w-400-mim—Barney Glazer ..... TCN
Books-of-the-Week—w-1250-mim—John Austin ..... HIS
Broadway—w-500-orp—Jack Gaver ..... UPI
Broadway Boxscore—w-size varies-wire—Staff ..... UPI
Broadway Karikatures—w-2c6"-c00-man-ill-ilm—Joe Kaliff ..... AMF
Broadway Vignettes—w-2c5"-man—Marcia Michels .. AMF
Buchwald Column—tw-500-mim—Art Buchwald ..... LAT
By No Means Neutral—tw-500-mim—Ernest B. Furguson ..... LAT
California Stagecoach Days—w-500-mim—Vern Hammond ..... OHF
Camping Coachman—w-var-orp—Bilko ..... BPS
Candle & Mirror—dS-100-mim—Fred Dodge ..... MM
Capital Fare—dex.sat.-S-600-mim—Andrew Tully .... MCN
Capital Stuff—5tw-500-orp—Ted Lewis & staff ..... CTN
Car Crazy—w-var-orp—Bilko ..... BPS
Career Corner—3tw-600-orp—Joyce Lain Kennedy .... MCN
Case Book Of Dr. Chase—3tw-350-mim—Lorlene Chase, Ph. D. ..... LAT
Cassini Carousel—S-600—mim—Igor & Oleg Cassini .... CF
Cecil Smith Column—tw-400-mim—Cecil Smith ..... LAT
Celebrity Cookbook—w-800-mim—Johna Blinn ..... CF
Celebrity Cookbook—w-800-mim-igp-orp-ocr—Johna Blinn ..... CTN
Celebrity Recipes—w-250-orp—Jane Sherrod ..... BPS
Center Stage—w-400-mim—Joseph Thesken ..... CNS
Centsible Shopping—w-400-orp—Joyce Roark ..... CNS
Chef Marian—dex.S-600-mim—Marian Burros ..... UFS
Children Quizzes—w-500-orp—J. Sherrod ..... BPS
Christmas Features—d/w-750-orp-ill-various authors .. OPS
Clear Talk—w-600-mim—Mary Alice Bennet ..... AF
Clyde Moore Says—dS-175-orp—Clyde Moore ..... DF
Coins Count—w-500-orp—Paul J. Weis ..... CNS
Computer Talk—w-500/600-mim—James A. C. Thom ... CIT
Concert Records—w-300-orp—W. G. Landrey ..... UPI
Confident Living—w-650-orp-ocr—Dr. Norman Vincent Peale ..... PHS
Consumer Contact—sw-800-Zerox—Arthur E. Rowse ... CNI
Consumer's Question Box—w-800-mim—Margaret Dona ..... UFS
Continental Diary—w-900-mim—Noel Anthony ..... UFS
Cooking Corner—w-500-orp-igp—Susan Delight ..... CNS
Cooking With Rojas-Lombardi—w-2c6½/-orp—F. Rojas-Lombardi ..... ASC
Cook's Corner—w-ps-hps-orp-ill—Lillian Hergesell .... DF
Cousin Tommie's Country Criticism—w-500-2c8"-mat-orp-ill—Tommie Lloyd ..... MOR
Crossroads Report—w-300-orp—D. E. Scott ..... AM
Crossroad's Report—d-100-mim—D. E. Scott ..... SCO
Curious Facts—d/w-400-mim-man—Donald Whitacre .. CFF
Current Events in the Classroom—w-sea-500-mim—Marvin Lipton ..... TSS
Daffynitions—dexS-150-mim—Paul Gilbert ..... GFC
Date-Line—dex.S-600-mim—Ele & Walt ..... UFS
Dateline: Detroit—w-600-mim—Don O'Reilly ..... AU
Dear Abby—7tw-700-orp—Abigail Van Buren ..... CTN
Dear Nana—w-700-orp—Jackie Stenfanich ..... CNS
Decor Scene—w-500-orp—Barbara Hartung ..... CNS
Dennis Braithwaite—5tw-300-mim—Dennis Braithwaite TSS
Designing Woman—3tw-700-ill-mim-igp-orc—Barbara Taylor Bradford ..... CTN
Do's and Dont's For Mothers—5tw-200-mim—Dr. Phyllis Hostler ..... CF
Doing The Right Thing—7tw-500-orp—Elizabeth L. Post CTN
Dr. Leonard Reiffel Column—tw-350-mim-igp—Dr. Leonard Reiffel ..... LAT
Don Maclean—dex.S-700-mim—Don Maclean ..... UFS
Don't Throw Away—w-400-ilg-orp—Edna Clapper ..... CTN
Dress Doctor—SW-300-mim-ill—Edith Head ..... LAT
Dress Patterns—w-mim—Fashionette Patterns ..... UFS
Driven To Ink—w-500/600-mim—Eunice Kelly ..... CIT
Drummond Column—3tw-500-mim—Roscoe Drummond .. LAT
E.S.P. Plus—w-500/600-mim—Morton Brotman ..... CIT
Eat, Drink & Be Merry—w-600-mim—Robert J. Misch UFS
Ecology Line—SW-2c16"-mim—Ed Dunckelmann & Staff ..... INF
Editorial Research Reports—w/5tw-500-orp-ill—Staff .. CQ
Education Notebook—w-700-mim-orp—Kenneth J. Rabben CNS
Education Today—w-500/600-wire—Staff ..... UPI
Eleanor Lambert's She—3tw-300-500-mim-ill—Eleanor Lambert ..... PHS
Encyclopedia of Sports—w-750-orp—Bill Burton ..... BPS
Entertainment Scene—dS-400-mim—Barney Glazer .. TCN
Entertainment Whirl—w-700-man—Buddy Busch ..... BAS
Environment—w-350/500-orp—Robert Pierson ..... NLI
Everyday Editorials—dex.sat-1800-mim—Monte F. Bourjaily & Staff ..... GLS
Exploring Hip Culture—w-700-mim—Jerry Kvasnicka .. CIT
Fabric Doctor—w-150-mim—Fred Dodge ..... MM
Fact-O-Rama—w-600-mim—M. W. Martin ..... MAR
Family Finance—w-600-mim—Betty Yarmon ..... UFS
Family Travel—w-500/600-mim—Betty Lowry ..... CIT
Famous First Facts—d/w-30-mim—Chas. E. Manning GNF
Famous Short Stories—w-750-orp-various authors .... BPS
Fascinating Fabrics—w-500-mim—Frances Dietrich .. MCN
Fashion League—w-5000-mim—Florence de Santis .... UFS
Federal Corner—w-600-orp—Roulhac Hamilton ..... DF
Film Fare—w-800-mim—Collette Wood ..... WOR
First Aid For The Ailing House—dS-500-mim—Roger C. Whitman ..... UFS
Food and Youth Health—sw-350-mim—Frederick J. Stare, M.D. ..... LAT
Food for Americans—5tw-400-orp-man-ill—Aileen Claire NEA
Food For Thought—2tw-500-mim-ocr-orp—Dr. Jean Mayer ..... CTN
For The Consumer—w-750-mim—Sidney Margolius .... UFS
For Women Only—3tw-500-mim—Lindsay Curtis, M.D. ..... NNS
For Women Who Work—2tw-600-mim-ocr—Alice Skelsey CTN
Foreign Commentary—5tw-450-wire—Paul Newsom ..... UPI
Free For The Asking—d-125-mim—Harriet Hart..... CWF
Frank van der Linden—tw-750-mim—Frank van der Linden ..... UFS
Freighter Travel—fn (alternates with "Travel Scene")-1000-mim-igp—Norman Austin ..... HIS
From Issues To Ashes—w-700-mim—Herman Slavin .. CIT
From New York—w-800-mim—Creighton Peet ..... FRO
Front Row—w-600-mim—Dave McIntyre ..... CNS
Gardening—S-450-orp—Irwin Jones ..... DF
Gardens—w-450-mim-ill-igp—Dorothy H. Jenkins ..... DHJ
General News Items—tw-500-mim—Staff ..... WUP
George's Generation Gap—w-500-2c8"-mat-orp-ill—George Ernst ..... MOR
Gile Without Guile—w-350-mim—John Gile ..... GIL
Glad You Asked That!—3tw-750-ill-orp-ocr—Hy Gardner ..... PHS
Glasserfied Directory—d/w/m-ps/var-man—Selma Glasser ..... GLA
Glazed Bits—dS-200-mim—Barney Glazer ..... TCN
Global TV—w-500-700-man-mim-igp—Sandy Raines .. RA
Golden Years—w-650-mim—Tom Collins ..... GFC
Good News Only—w-500/600-mim—Roger Sharp ..... CIT
Government Quiz—w-500-mim—Carl Kalvelage & Peter Anderson ..... CIT
Grass Roots Clippings—w-50/250-mim—Kerwin Hoover HTF
Gross On Sports—5tw-1000-mim—Milton Gross ..... UFS

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by David Nydick

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Y. L. Tiajeliff ..... NPS
Headlines—w-300-ill-orp—Kenneth ..... CTN
Head/Lines—6tw-2c2½"-mat-orp—Bill Dana ..... LAT
Helen Help Us—3tw-1c-mim-orp—Helen Bottel ..... KFS
Henry J. Taylor—tw-800-mim—Henry J. Taylor ..... UFS
Here's How—w-750-orp—Gene Gary ..... CNS
Hi-Fi Equipment—dS-400-mim—Barney Glazer ..... TCN
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Heloise ..... KFS
Hollywood—d-1c-mat-orp—Dorothy Manners ..... KFS
Hollywood Beat—3tw-800-mim—Bill Lane ..... WOR
Hollywood Beauty—3tw-350-mim-igp—Lydia Lane .... LAT
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Hollywood Hot Line—dexS-800-mim—James Bacon .. UFS
Hollywood News Wire—dS-400-mim—Barney Glazer .. TCN
Hollywood Personalities—w-750-ill—various authors .. OPS
Hollywood Scene—5tw-750-mim-igp—John Austin .... HIS
Hollywood Star Interviews—5w-750-orp—J. Finletter .. BPS
Hollywood Today—6tw-500-orp—Norma Lee Browning CTN
Hollywood Who-Ha—3tw-500-orp—Bonnie Rogers .... GRG
Home Line—dex.S-300-mim—Dorothy Ritz ..... LAT
Home Town Flavor—w-400-mim—Kerwin Hoover .... HTF
Homes Decorating—S-ps-orp-igp—Jenice Jordan ..... DF
Housing News—w-500-mim—Hugh L. Morris ..... MNS
Houseplans—w-500-mim—Gerry Bishop ..... UFS
Humor Side—3tw-400-mim-ocr—John Nichol ..... CTN
I Loved It . . . I Hated It!—w-700-mim—
William Arthur ..... CIT
Ideas, Issues and Insights—w-650-mim-orp—
Harry Humphreys ..... PUB
If Your Name Is . . .—w-470-mim—
Anne Reynolds, Ph.D. ..... RFS
Indoor Gardening—w-750-orp-ocr—
Katherine B. Walker ..... PHS
Inside Astrology—w-900-mim—Madeleine Monnet ..... UFS
Inside Auto Racing—3tw-600-mim—Don O'Reilly .... AU
Inside Daytime TV—w-750-mim-igp—John Austin .... HIS
Inside Labor—5tw-700-orp-ocr—Victor Riesel ..... PHS
Inside London—w-750-mim—Susan Francis ..... HIS
Inside Religion—w-600/750-mim—
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Inside Report—5tw-800-orp-ocr—
Rowland Evans & Robert Novak ..... PHS
Inside Washington—4tw-800-orp-orc—Robert S. Allen PHS
Insurance Advisor—w-300-mim—Saul Sokol ..... DF
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Genevieve M. Fernandez ..... UFS
Isn't It the Truth—dS-100/150-mim—Carl Riblet, Jr. LAT
Isn't It the Truth?—w-2c12"-4c12"-mim—
Charles Rehns ..... REH
It Happened Last Night—dS-750-orp-ocr—Earl Wilson PHS
It's My Opinion—2tw-600-mim—Iren Corbally Kuhn .. CF
It's News To Me—3tw-500-mim—Herb Caen ..... CHR
It's Tough But You Can Make It—w-400-mim-orp—
Vernon E. Brown ..... CNS
It's Your Landscape—w-400-ill-orp-ocr—George Creed PHS
It's Your Money—3tw-600-mim—Wendell Coltin ..... GFC
Janeway Economic Service—4tw-700-orp—
Eliot Janeway ..... CTN
Jeane Dixon Horoscope—7tw-600-orp—Jeane Dixon ... CTN
Jeane Dixon Predictions—san-2000-mim—Jeane Dixon . CTN
Jeffrey Hart—3tw-1c-mim-orp ..... KFS
Jelly Side Down—sw-100-var-ill-mat-mim—Nancy Stahl UNP
***Jim Bishop: Reporter**—3tw-mim-orp—Jim Bishop ... KFS
John Crosby Column—w-550-mim—John Crosby ..... LAT
Jerry Parker Column—w-750-mim—Jerry Parker .....LTWP
John Sinor Column—w-400-orp—John Sinor ..... CNS
Joyce Haber Column—5tw-600-mim—Joyce Haber .... LAT
Karikature Karnival—w-1c6"-200-bio-ilm—Joe Kaliff . AMF
Keasler, John—dex.sat.-S-600-orp—John Keasler .... MCN
Keeping Posting—w-500-orp—Paul J. Wels ..... CNS
Kevin P. Phillips—3tw-1c-mim-orp ..... KFS
Kingsbury Smith—3tw-1c-mim-orp—Kingsbury Smith .. KFS
Kitchen Cynic—5tw-2c6"-mim—Bern Sharfman ..... AMF
Ladies First—w-900-mim—Trixie Belmont ..... UFS
Las Vegas After Dark—5tw-400/500-man—
Dart Anthony & Damon Loy ..... CEN
Las Vegas News Letter—w-750-orp—Jack Lewis .....BPS
Las Vegas/Reno/Tahoe—w-400-mim—Barney Glazer ... TCN
Lauten's Column—5tw-500-mim—Gary Lautens ..... TSS
Lawrence Dispatch—5tw-750-mim—David Lawrence ... PHS
Legal Aid—cont-500-man—Martin J. Ross ..... LAW
Leisure—S-250-mim-igp—Mildred Gibson ..... NNS
Lerner Column—3tw-500-mim—Max Lerner ..... LAT
Lesson in English—dexS/w-125/200-mim—
W. L. Gordon ..... WLG
Let's Reminisce—w-500-mim-orp—Helen M. Pagel .... CNS
Let's Stay Well—dex.S-400-mim—
Eugene Sheimann, M.D. ..... UFS
Let's Talk—w-500-orp—Rev. Lee Truman ..... CNS
Liberated Woman—tw-400-mim—Mary McGrath ..... UFS
Life Begins At Forty—dex.sat.S-500-orp—
Robert Peterson ..... MCN
Lighter Side—5tw-300-wire—Dick West ..... UPI
Limelight—w-350/500-orp—Jerry Sheeder ..... NLI
Living As You Like It—w-2cvar-mat-orp—
Frances Nugent ..... CSP
Loeb On Wall Street—w-650-mim—Gerald M. Loeb ... UFS
London Express News Report—5tw-5000-mim—
London Express ..... UFS
London Express Feature Service—3tw-300-mim—
London Express ..... UFS
Lou Edman Describes—w-700-man—Lou Edman ..... EDM
Love On Life—w-600-mim—Philip H. Love ..... MCN
Low Down From the Congressional Record—w-500-orp—
Joe Crump ..... CRU
Lucille Rivers On Sewing—w-750-mim—Lucille Rivers AD
Lyons Den, The—5tw-800-orp-ocr—Leonard Lyons .... PHS

Mad Moments In Americana—w/m/sm-500 var-orp—
Tom Kuncel ..... OTH
Magic Carpet Over Broadway—dS-2c6"-mat-man—
Joe Kaliff ..... AMF
Main Street Column—d/w-var-man (twx or mail)—
Ted Green ..... PWF
Man and Medicine—w-600-orp—Irwin J. Polk, M.D. .. CNS
Mannes Speaking—w-800-mim—Marya Mannes ..... UFS
Margo—3tw-650-orp-ocr—Margo Coleman ..... PHS
Marianne Means' Washington—3tw-1c-mim-orp—
Marianne Means ..... KFS
Marilyn Beck's Hollywood—dS-650-mim-igp—
Marilyn Beck .....NYTS
Marilyn Goldstein Column—w-750-mim—
Marilyn Goldstein .....LTWP
Marilyn Manion—w-500-orp—Marilyn Manion ..... AM
Mark My Words—3tw-150-mim—Jim Fiebig ..... GFC
Marriage and Sex—w-750-orp—various M.D.'s ..... BPS
Marvin Kitman Column—sw-650-mim—Marvin Kitman LAT
Matter Of Fact—tw-500-mim—Joseph Alsop ..... LAT
McKenzie Porter Column—w-500-mim—McKenzie Porter SUN
Medical Memos—5tw-150-mim-ill—
H. L. Herschensohn, M.D. ..... LAT
Medicala—cont-600-mim-igp—M. W. Martin ..... MAR
Meltzer on Real Estate—w-750-orp-ocr—
Bernard C. Meltzer ..... PHS
Menus, Food—var-700-orp—Mary Meade ..... CTN
Military Analysis—w-1000-mim—
Brig. Gen. S. L. A. Marshall .....LTWP
Military Report—sw-750-mim—
Col. Robert D. Heinl, Jr. .....NANA
Mind Your Money—sw-400-mim—Peter Weaver ..... LAT
Mini Reviews—4tw-400-orp—Gene Siskel ..... CTN
Mirrors Of Washington—w-1000-mim—Isabelle Shelton UFS
Miracle Gardening—w-igp-orp-igp-color—J. Finletter .. BPS
Modern Bridge—w-500-orp—J. Fern ..... BPS
Mohr on Modes—w-300-orp-ill—Beth Mohr ..... CNS
Money In Your Pocket—2tw-600-orp—Martha Patton .. CTN
Monthly Mention—m-500-mim—Eff Thomas ..... MM
Moon Messages—d-200-mim—Cullen Moore ..... CMS
Mostly About People—w-500-mim—R. Osborne ..... OHF
Motor Tips—w-500-mim—Stirling Moss ..... BPS
Motor Racing—w-2c10"-mim—Ed Dunckelmann &
Staff ..... INF
Motorways—w-750-mim-orp-igp—Jeff Cushing ..... CNS
Movie Mailbag—dS-400-mim—Barney Glazer ..... TCN
Movie Review Wrapup—w-700-orp—Rex Reed ..... CTN
Ms. Golf—w-800-var-mim—Maggie Hathaway ..... WOR
Murray Sports Column—5tw-350-mim—Jim Murray .. LAT
Mutual Funds—w-800-mim—William J. Elia ..... UFS
My Answer—6tw-400-orp—Billy Graham ..... CTN
My Name Is Aaron—3tw-500-mim—Aaron Sussaman CHR
My Success Story—w-500-orp—various authors ..... BPS
NANA News Service—5tw-7500-mim ..... UFS
NANA Pony Service—w-15000-mim ..... UFS
NANA Weekend Report—w-7500-mim ..... UFS
National Security Affairs—w-400-mim—
Ira Eaker, Lt. Gen. Ret. ..... GFC
National Whirligig—5tw-800-mim—Ernest Cuneo ..... UFS
Nature—w-375-orp-ill-igp—Edward S. Thomas ..... DF
New Products—w-500-mim-orp—Worth Cole ..... NPF
New Year Tips For You—an-1200-mim—Cullen Moore CMS
News Focus—4tw-700-mim—Charles Bartlett ..... PHS
Nick Thimmesch Column—tw-650-mim—Nick Thimmesch LAT
Norton Mockridge—5tw-750-mim—Norton Mockridge .. UFS
Nothing But The Facts—dS-500-mim—Nancy Lane .... WOR
***Now See Here!**—4tw-1c-mim-orp—Bert Bacharach... KFS
Odd-Ditties—d/w-30-mim—John Milton Hagen ..... GNF
Of All Places—w-750-ill-orp-ocr—Horace Sutton .... PHS
Of Arms And Men—sw-850-mim—
Col. Robert D. Heinl, Jr. ..... UFS
Of Smith and Men—tw-400-mim—Jack Smith .....LTWP
Off The Beaten Track—w-525-mim-ill—Bernard Gelman GEL
Off The Record—d-350-mim—John Gile ..... GIL
Old Farmer's Almanac—w-orp ..... UFS
On Being Black—w-350-mim—Sandra Haggerty ..... LAT
***On the Line**—dex.sat-mim—Bob Considine ..... KFS
On The Other Hand—w-600-mim—Dolores Curran ... NCF
On The Right—3tw-mim—William F. Buckley, Jr. .... KFS
On The Wire—2tw-750-mim-ilm-igm—John J. Westley DIS
Once Over Lightly—w-400-orp-ill—Ann Rudy ..... KFS
One For The Road—w-500-mim—Arthur Godfrey .... UFS
One Mother's View—w-600-mim—Mary Carson ..... NCF
Only In America—3tw-800-mim—Harry Golden ..... UFS
Open House—w-500-orp—James M. Woodward ..... CNS
Organic Living—w-700-mim-ill—Robert Rodale ..... CTN
Our Children—w-600-orp—Dr. Willard Abraham ..... CNS
Our Environment—sw-750-mim—
Stewart Udal & Jeff Stansbury ..... LAT
Outrider—tw-600-mim—Garry Wills ..... UNP
Over Broadway And Hollywood—w-500-700-mim—
Phil Kalker ..... AEW
Overview—w-600-mim—Miles Copeland ..... GRN
Parents & Children—2tw-500-mim-orp-ocr—
Saul Kapel, M.D. ..... CTN
Parents and Children—3tw-2c/500 words-mim-ill-mat-
orp—Arnold Arnold ..... NNS
Parents Ask (Gesell Institute of Child Development)—
5tw-500-orp-ocr—Louis Bates Ames, Ph.D. ..... PHS
Past Sixty—w-sw-3tw-750-man—Meg Hale ..... HAL
Patches Of Brier—w-500/600-mim—
Prof. Warren J. Brier ..... CIT
Patterns For Better Living—dS-var-man-igp—
Steve Ellingson ..... UB
Paul Harvey News—3tw-400-mim—Paul Harvey ..... GFC
Pennsylvania Avenue—w-600-mim-orp—
Michael O'Connor ..... CNS
Pet Health—w-500-orp—Dr. Stan Jackson ..... CNS
Pets And Their People—w-900-mim—Alice Scott .... UFS
Photo Fun—w-500-orp-igp—Gilbert Hill ..... CNS

Phyllis Mitchell's Column—dexS-300-mim—
Phyllis Mitchell .....
Pikes Pique—w-1c14"-orp—Mike Pike .....
Poems—w/m-var-man—Norman Kirk .....
Poetry, Art—sw-var mim—Wolf Pasmanik ...
Point of View—w-600-orp—Don Freeman ...
Polly's Pointers—d-450-orp-man-ill—Polly C
Pop Scene Service—w-5000-mim—Barbara L
Popular Medicine—w-500-orp—Various M.D.'
Popular Records—w-300-orp—William Laffler
Poster—3tw-1000-mim—Nicholas von Hoffma
Postcards—5tw-600-mim—Stan Delaplane ..
Presidential Report—2tw-500-mim—Warren R
Progress Of Peoples—w-600-mim—Barbara W
Pros & Kahns—w-200-orp—J. Kesner Kahn
Pungent Prayer—w-2c6½"-orp—Rev. Phil E.
Q & A—Hotline to Hollywood—cont-1000-mim
various personalities .....
Questions Women Ask—w-500-orp—
Dr. Eleanor Rodgerson .....
Quite Rightly So—3tw-600-mim—Lowell Pon
Racing Form Selections—var-100-wire—
Racing Form Staff .....
Rafferty Column—2tw-400-mim—Dr. Max R
Rainespout—w-500/700-mim-man-igp—Sandy
Reader's Courtroom—dexS-300-mim—Henry R
Ralph Novak's National Scene—w-450-orp-m
Ralph Novak .....
Reading For Knowledge—w-400-mim—Barney
Record Rap (Reviews)—w-750-mim-igp—
John Austin and various .....
Record/Tape Reviews—w-400-mim—Barney
Records—w-300-mim—William Littler .....
Religion: 1972—w-750-mim-orp—Claire Cox
Retirement Report—w-750-mim—Theodor Sch
Retirement Report—S-700-mim—Theodor Sch
Richard Joseph Column—w-700-orp—Richard
Right On!—sw-600-mim—Paul Greenberg .
Righter, Carroll Horoscope—7tw-700-orp—
Carroll Righter .....
Rights 'n Wrongs—w-400-orp-mim-orp—Riv
Rowan Column—3tw-800-orp-ocr—Carl T. R
Royal Entertainment—S-900-mim-ill-ocr—Re
St. John's Journal—w-700-mim-orp—Jeffrey S
Second Income—w-500/600-mim—
Donald M. Levin & Morris Strauss .....
Sen. Barry Goldwater—w-500-mim—
Sen. Barry Goldwater .....
Senator Soaper Says—dexS-100-mim—Bill V
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Senior Citizens News Review—m-1000-mim-ig
Ed Nassauer .....
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Sew What's New?—sw-500-ill-orp-mim—
Sandra Kelly .....
Sid Ascher Around The World—w-750-mim—
Sidney Ascher .....
60 Second Sermons—5tw-200-mim—Fred Dod
Sketches—dS-100-mim—Ben Burroughs ...
Slim Gourmet—3tw-400-mim—Barbara Gibl
Smiley Column—w-600-orp—Bill Smiley ...
Sounds of the Seventies—S-650-mim—Mike
Space Age Report—w-750-mim-orp—Frank M
Space I.Q.—dexS-500-mim—William Weiser
Speaking Of Dollars—tw-500-mim—Robert R
Speaking Of Sports—w-600-orp—Staff ....
Sports Unlimited—w-700-mim-orp—Staff ..
Spotlight On Education—w-1000-mim—
Dr. Benjamin Fine .....
Spotlight Service—w-3000/5000-mim—vario
Stagecoach Days—w-500-mim—Vern Hammon
Stamp News From America—w-500-ill-mim
Julius Weiss .....
Star Talk—w-600-mim-orp—Herb Stanton
Stars & Fashion—an-1500-mim—Cullen Moo
Stars & Lovers—w-1000-mim—Cullen Moo
State Of Affairs—tw-500-mim—Clayton Frit
Stock of the Week—w-600-mim—Electronic
Stop Killing Yourself—dexS-600-orp—
Peter J. Steincrohn, M.D., F.A.C.P. ...
Straight Talk—w-600-orp—Tom Anderson
Strange Destinies—w-600-orp—J. Macklin
Strength For The Day—dexS-200-mim—
Dr. Earl Douglass .....
Strictly Personal—w-500-orp—Marilyn Davi
Strictly Personal—5tw-500-orp-ocr—Sydney
Successful Living—w/m/sm-500-orp—Doris
Sum and Substance—w-600-mim—
Rev. John Sherrin CSP .....
Susie Mac—5tw-800-mim—Susie McDougal
Suzy Says—5tw-700-orp—Suzy .....
Tales Of The Unknown—w-750-orp—Kurt
Talk To Teena—w-500-mim—Gleeda McCo
Teen Forum—6tw-400-mim—Jean Adams
Teenage Driving Tips—w-500-orp—Jane St
Teeth & Things—5tw-300-orp—Sydney Gar
Televents—dS-100-mim—Barney Glazer ..
Television Scene—5tw-750-mim-igp—John
Test Yourself—w/d-500-orp-igp—Jane S. S
The Aces On Bridge—d-750-orp—Ira G. C
The Arts—w-700-mim—Robert Fulford ..
The Column—3tw-600-orp—Ellen Peck ...
The Constant Traveler—2tw-400-orp—Adal
The Daily Investor—5tw-700-mim—Charles
The Generation Gap—3tw-1c-mim-orp—
Helen and Sue Bottel .....
The Gilmore Bros. "Music Scene"—w-50
orp-mat*—Doug & Keith Gilmore ....
The Gossip Column—3tw-1c-ill—Robin Ad

The High Road To Business—m-2c12"-mim—
Charles Rehns ..... REH
The Harris Survey—2tw-750-mim—Louis Harris ..... CTN
The Legal Way—w-500-orp—E. J. Demson ..... CNS
The Moral Angle—w-700-mim-orp—Father Lester .... CNS
The Nation—3tw-600-mim—Martin E. Nolan ..... UFS
The Needle—tw-150-mim—Harold T. Coffin ..... APN
The News in a Word—d-175; S-275-mim—
S. V. Baum & W. J. Laubenstein, Jr. .. .. QUI
The Pearless Spectator—w-600-mim—Charles McCabe .. CHR
The Phillips Survey—m-mim-orp-ill—Kevin P. Phillips KFS
The Pressspasser—sw-600-mim—James H. Siegelman .. UNP
The Rating Game—w-var-orp—
Gordon B. Greb & Preston Bagent ..... NMS
The Roving Eye—m-600-man-igp—Dandelet ..... DNT
The Search For Mental Health—w/m/sm-500 var-orp—
Forest Hospital ..... OTH
The Second Glass—w-500-man—D. V. Thompson .... THO
The Shepherd—d-100-mim—Julien C. Hyer ..... CIP
The Strange World of Brad Steiger—w/m/sm-500 var-orp-ill—Brad Steiger ..... OTH
The Televisionary—7tw-300-orp—Bill Royce ..... GRG
The Truth About Men—cont-12 parts-900 each-mim—
Cullen Moore ..... CMS
The Weekly Grab Bag—w-var-orp—Staff ..... CTN
The Worry Clinic—dexS-500/3c6"-ill-mim-orp—
Dr. George W. Crane ..... HPS
The Yardstick—w-600-mim—
Msgr. George G. Higgins ..... NCF
Theatre Letter—S-750-orp—New York News Writers .. CTN
Theatre Reviews—ind-size varies-wire—Jack Gaver .... UPI
These Days—3tw-1c-mim-orp—John Chamberlain ..... KFS
They Had A Dream—w-2c9"-mim-ill—
George Reasons & Sam Patrick ..... LAT
Think On These Things—5tw-200-mim—Joyce Hifler ... CTN
Think Pretty—w-500-orp-ill—Peggy Walker ..... CNS
Three Minutes A Day—7tw-200-orp—Richard Armstrong MCN
Through The Looking Glass—w-1200-mim ..... NPS
Ties That Bind—w-600-mim—Msgr. James T. McHugh NCF
To The Point—4tw-350-mim—Russell Kirk ..... GFC
To Your Good Health—dS-750-orp-ocr—
Dr. George C. Thosteson ..... PHS
Tobe Says—4tw-120-orp-ocr—Tobe ..... PHS
Today In Las Vegas—d/w-500/750-mim—Ray Wilson . NEW
Today's Chuckle—8tw-100-mim—Beulah Collins ..... GFC
Today's Education—S-500-mim—Dr. Robert E. Wilson CF
Today's Parent—S-650-mim—Barbara W. Wyden ...NYTS
Tom Braden Report—3tw-400-mim—Tom Braden ..... LAT
Tongue In Cheek—w-550-mim—Durant Imboden ..... PIL
Top 20 Records—S-250-wire—Staff ..... UPI
Top View—2tw-600-orp—Clarke Williamson ..... UFS
Total Woman—S-800-mim—Jean Adams ..... UFS
Trade Winds—dex.S-600-mim—Lou Schneider ..... UFS
Travel Scene—fn (alternate with "Freighter Travel")-1000-mim-igp—Norman Austin ..... HIS
Travel On A Shoestring—w-700-mim—Ansil B. Chapin CIT
Traveler's Clearing House—S-600-mim-igp—
Stephanie Bonsavage ..... CF
Trials and Tribulations—tw-300-mim—
Florence K. Parker ..... AD
Tribune Perspective—4tw-700-orp—Vernon Jarrett, Mikekillan, Frank Starr & William Anderson ..... CTN
Truth For Today—Let's Ask The Bible—dex.sat-1800-mim—A. G. Van Campen ..... GLS
Tune In—S-3c6"-8"-igp-ill—Bobby Ashley .....SPS
TV Time Answer Man—dex.S-400-mim—
Richard K. Shull ..... UFS
TV Time Previews—d-S-600-mim—Dan Lewis ..... UFS
TV Time Service—w-900-mim—
Dan Lewis & Richard K. Shull ..... UFS
TV Tinder Box—5tw-500-mim—
Buck Biggers & Chet Stover ..... CTN
U-Bild Enterprises—dS-var-man-mim-ill—
Steve Ellingson ..... DF
UN Today, The—d-500/800-telex-mim—
William R. Frye ..... FRY
U-Bild It—dS-var-igp-man—Steve Ellingson ..... UB
Under The Hood—w-750-mim—Ed Janicki ..... BPS
Under Twenty—5tw-5 cols.-mim-igp—Kurt Lassen, Ed. CF
Uncommon Conversation—w-1000-mim-igp—
Philip Nobile ..... UNP
Unexplained, The—w-600-mim—Allen Spragett ..... SUN
Universal Science News—8tw-6500-mim-igp—various contributors ..... LAT
Van Horne Column—3tw-400-mim—Harriet Van Horne LAT
Vaughan At Large—3tw-800-orp—Bill Vaughn ..... UFS
Variations—w-1000-mim—Richard Gully ..... HIS
V.I.P.—3tw-000-mim-ocr—Maxine Cheshire ..... CTN
Viewpoint—w-500-orp—Jesse Helms ..... AM
Virginia Payette—two-750-mim—Virginia Payette ..... UFS
***Voice of Broadway**—dex.sat-1c-orp—Jack O'Brian .... KFS
Washington Calling—tw-800-mim—Marquis Childs .. UFS
Washington Doings—d-500-2c8"-mat-orp-ill—
J. D. Roberts ..... MOR
Washington Insight—3tw-800-orp-ocr—Joseph Kraft .. PHS
Washington Merry-Go-Round—dS-1000-mim—
Jack Anderson ..... UFS
Washington Merry-Go-Round Special—w-1000-orp—
Jack Anderson ..... UFS
Washington Offbeat—w-700-mim—
Vera Glaser & Malvina Stephenson ..... UNP
Weekend Chuckle—S-250-min-ill—Beulah Collins .... GFC
Western Stories—w-750-orp—Zane Grey .....BPS
What About Retirement—w-700-orp—Frank Corrick .. CNS
What Kind of World?—w-500-mim—
Harry S. Ashmore ..... LAT
What's In Your Name?—tw-350-mim-ilm—
Charles E. Guarino ..... AD
What's The Law—dex.S-400-mim—Jack Strauss ... UFS
What's Your Problem?—w-500-mim—Linda Lawrence .. RFS
***Why You Behave That Way**—w-500/600-mim-tape—
Dr. Salvatore V. Didato ..... DID
Who's Who Today—cont-900-mim—
Gordon B. Greb ..... NMS
William S. White—tw-750-mim—William S. White ... UFS
William Tells—5tw-500-orp—Bill Royce ..... GRG
Wine Diggity—w-400-orp—Mary Lester ..... CNS
Wisdom in the Street—2c4"-mim—Charles Rehns .... REH
With Sheilah Graham—3tw-800-mim—
Sheilah Graham ..... UFS
Women's News Service—5tw-3000-mim ..... UFS
Words, Wit & Wisdom—dexS-300-mim
William & Mary Morris ..... LAT
World In Focus, The—S-750-mim—
William R. Frye ..... FRY
World Of Music—w-700-orp—Judy Hugg ..... CNS
World Of Youth—w-500/600-mim—Buddy Nevins .... CIT
Would You Believe?—w-500/600-mim—Fred Philcox .. CIT
Yost Column—w-750-mim-telex—Charles W. Yost ... FRY
You & Your Child—2tw-800-orp—Joan Beck ..... CTN
You And Your Money—w-500-orp—Judith Rhoades .. CNS
You, Your Children and School—w/3tw-500-mim—
David Nydick ..... DAN
Your Best Years—3tw-400/500-man—Dee Payne ..... CEN
Your Birthday—dS-800-orp—Stella Wilder ..... UFS
Your Family and You—dex.sat-500-mim—
Paul Popenoe ..... NNS
Your Health—w-500-mim—Dr. M. I. Salomon ..... WUP
Your Heroscope—w-500-mim—
Gordon B. Greb & Darlene A. Greb ..... NMS
Your Horescope Guide—w-500-orp—
Mrs. Gina Ceaglio ..... CNS
Your Job and Career—w-1200/1500-mim-ill-igp—
John L. Scherer ..... SCH
Your Life And Mine—dexS-300-mim—
Phyllis Mitchell ..... MIT
Your Family Decorator—tw-600-mim-igp—
Carleton Varney ..... AD
Your Money's Worth—5tw-600-orp-ocr—
Sylvia Porter ..... PHS
Young & Healthy—3tw-600-mim-orp-ocr—
Frank Falkner, M.D. ..... CTN
Young Ideas—5tw-700-orp—Dick Young ..... CTN
Youthful Drug Talks—w-500-mim—
Phyllis C. Barrins, R.N. ..... CIT
Youth Parade—S-250-min-igp—
Reba & Bonnie Churchill ..... NNS

12—COMICS

Air Fair—d-var-igp-mat-orp—Dick Locher ..... WIN
Airhawk—w/d-spv-orp-ill—B. Foley ..... BPS
Akwas—S-hps-tps-pt-mat—Mike Roy ..... CF
All In America—d-S-var-igp-mat-orp—Tom Ward ... WIN
Alley Oop—d-4c2⅛"-mat-orp; S-hps-tps-pt-hpt-orp-mat—
V. T. Hamlin & Dave Graue ..... NEA
Amanda Panda—d-4c2⅛"-mat-orp; S-hps-tps-pt-mat-orp—
Marcia Course & Jack Millie .....NEA
Andy Capp—d-3c4"/4c/5c; S-hps-tps-orp-mat—
Reg. Smythe ..... MIL
Andy Capp—d-4c-5c-mat; S-tps-hpt-mat—
Reggie Smythe ..... PHS
Animal Crackers—d-4c-5c-mat-orp; S-pt-hps-hpt-tps-mat-orp—Roger Bollen .....CTN
Apartment 3-G—d-4c-5c; S-pt-hps-tps-mat—
Alex Kotzky ..... PHS
***Archie**—d-4c; S-hps-tps-pt-hpt-qph; mat-orp—
Bob Montana ..... KFS
Around Town—w-2c5"-orp-mat—Rube Weiss ..... BLA
Astronits—w-4c2⅛"-orp—Pat Anderson ..... AND
B.C.—d-4c/5c; S-pt-hps-tps-hpt-mat—Johnny Hart ... PHS
B.C.—d-4c/5c; S-pt-hps-tps-mat—Johnny Hart ..... MIL
Badge Guys, The—dexS-4c2⅛"-mat-orp—
Chuck Bowen & Ted Schwartz ..... NEA
***Barney Google and Snuffy Smith**—d4c; S-hps-tps-pt-hpt-qph—Fred Lasswell ..... KFS
Batman & Robin—dS-4c-5c-hps-tps-pt-mat-orp—
Bob Kane ..... LED
Bauer's Puzzles—w-spr-orp-ill—Herb Bauer ..... BPS
Bee Smart—w/m/sm-sph-orp-ill—John Prinkey ..... OTH
Belvedere—dexS-2c3¼"-mat—Nat Greenwood ..... AD
***Beetle Bailey**—d-4c-5c; S-hps-tps-pt; mat-orp—
Mort Walker .....KFS
Berrys, The—d-4c; S-pt-hps-tps-hpt-mat—
Carl Grubert ..... PHS
Berry's World—d-2c4½"-mat-orp; S-tps-hpt—
Jim Berry ..... NEA
***Big Ben Bolt**—d-4c; S-hps-tps-pt; mat-orp;—
John Cullen Murphy ..... KFS
Birthday Calendar—cont-4c7"/1c4¼"-orp—
Gordon B. Greb & Preston Bagent ..... NMS
***Blondie**—d-4c-5c; S-hps-tps-pt; mat-orp—
Chic Young ..... KFS
Bobby—d-5c-mat-orp—S. M. Igor ..... PF
Boner's Ark—d-4c; S-tps-hps-pt; mat-orp—
Addison (Mort Walker) ..... KFS
Boondocks—w-4c2"-orp—Pat Anderson ..... AND
Born Loser, The—d-4c2¼"-mat-orp—Art Sansom ... NEA
Brenda Starr—d-4c5c; mat-orp; S-tps-pt-mat-orp—
Dale Messick ..... CTN
***Brick Bradford**—d-4c; S-pt-hps-tps; mat-orp—
Paul Norris ..... KFS
***Bringing Up Father**—d-4c; S-pt-hps-tps; mat-orp—
Kavanagh-Fletcher-Camp .....KFS
Broom-Hilda—d-4c-5c-mat-orp; S-tps-hpt-mat-orp—
Russ Myers ..... CTN
Bugs Bunny—d-4c2⅛"-mat-orp; S-hps-tps-hpt; mat-orp—
Ralph Heimdahl & Al Stoffel ..... NEA
Butter & Boop—dexS-4c2¼"-mat-orp—
Black Light Inc. ..... MCN
Buz Sawyer—d-4c-5c; S-hps-tps-pt; mat-orp—
Roy Crane ..... KFS
Camping Coachman—w-var-orp—Bilko ..... BPS
Campus Clatter—d-4c2⅛"-mat-orp; S-hps-tps-qps-pt—
Larry Lewis ..... NEA
Cap'n Kadd—w-4c2⅛"-orp—Hutch ..... AND

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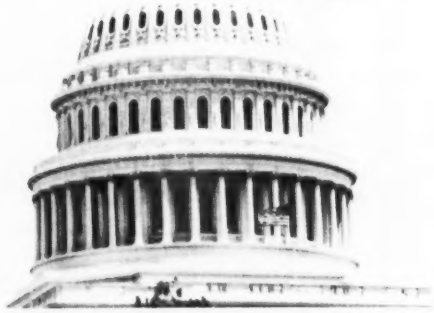

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CLASSIFICATIONS OF FEATURES

Cappy Dick—S-pt-hps-tps-mat—Cappy Dick ..... PHS
Captain and the Kids—S-hps-tps-pt-hpt—John Dirks .. UFS
Captain Easy—d-4c2⅛"-mat-orp; S-hps-tps-mat-orp—Bill Crooks & Jim Lawrence ..... NEA
Car Crazy—w-var-orp—Bilko ..... BPS
Christmas Strip—dexS-sea-4c/5c-mat-orp—Walt Disney ..... KFS
Church Chuckles—w-2c-orp-mat—Chas. Cartwright ..CAR-SM
Cicero's Cat—S-tps-orp-mat—Al Smith ..... MCN
Coloring College—S-hpt(b&w)-mat—Curzon ..... CTN
Conchy—dexS-4c1⅞"-orp-mat—James Childress ..... CHI
Criswell Predicts—d/w-550/2000-mim—Criswell .... NEW
David Crane—d-4c-mat—Winslow Mortimer ..... PHS
Dateline: Danger!—d-4c-mat;S-pt-hps-tps-mat—John Saunders & Aldea McWilliams ..... PHS
Davey Crockett, Frontiersman—d-4c/S-hps-tps-pt-mat—Jim McArdle ..... CF
Deems—w-4c-mat-orp—Tom Oka ..... SM
Dick Tracy—d-4c-5c-mat-orp; S-hps-tps-pt-mat-orp—Chester Gould ..... CTN
Doc Savage—dS-4c-5c-hps-tps-mat-orp—Staff Artists .. LED
Dr. Kildare—d-4c; S-hps-tps-pt; mat-orp—Ken Bald .. KFS
Don MacLean—dexS-700-min—Don McLean .....UFS
Dooley's World—d-4c; S-hps-tps-pt-mat-orp—Roger Bradfield ..... KFS
***Donald Duck**—d-4c; S-hps-tps-qph-hpt-qp box; mat-orp—Walt Disney ..... KFS
Dondi—d-4c-5c-mat-orp; S-hps-tsp-pt-mat-orp—Irwin Hasen .....-CTN
Doonesbury—d-4c; S-hps-tps-hpt-pt-4c; mat—Garret B. Trudeau ..... UNP
Dotty—d-4c; S-pt-hps-tps-mat—Buford Tune ..... PHS
Eb and Flo—dS-4c2⅛"/5c2¼"-qt-hps-tps-orp-mat—Paul Sellers ..... UFS
Emmy Lou—1c2½"-2c5"-pt-hps-tps-orp-mat—Marty Links .....UFS
***Etta Kett**—d-4c-mat-orp—Paul Robinson .....KFS
Fan Fare—d-3c vert/3c horiz-mat—Walt Ditzen ..... PHS
Feiffer—w-5c-6c-mat—Jules Feiffer ..... PHS
Ferd'nand—dS-4c2⅛"-hps-tps-pt-sph-orp-mat—Mik .. UFS
Figments—dexS-4c2"-mat-orp—Dale Hale ..... RTS
Flamingo—d-5c-mat-orp—R. A. Roche ..... PF
***Flash Gordon**—d-4c; S-hps-tps-pt; mat-orp—Dan Barry KFS
Flintstones—d-4c2¼"-orp-mat; S-hps-tps-pt-orp-mat—Hanna-Barbera Productions ..... MCN
***Flop Family**—d-4c-mat-orp—George O. Swanson .... KFS
Forever Female—S-pt-hps-tps-mat—Eugene Craig ..... DF
Freckles—S (plus Hector)-hps-tps-hpt-mat-orp—Henry Formhals ..... NEA
Fred and Others—d-4c2⅛"-orp-mat—Ron Tandberg .. UFS
Fred Bassett—d-4c-mat; S-pt-hps-hpt-tps; mat—Alex Graham ..... PHS
Freddy—d-4c-mat; S-tps-hpt-mat—Robert Baldwin .. WSS
Friday Foster—d-4c-mat-orp—S-tps-hpt-mat-orp .... CTN
Frontiers of Science—5tw-4c2½"-5c3"-ill-mat-orp—Andrea Bresciani, Robert Raymond & Stuart Butler, Ph.D. ..... LAT
Fun and Games—w-spv-orp-ill—B. Green .....BPS
Funky Winkerbean—d-4c-5c-mat; S-tps-hpt-mat—Tom Batiuk ..... PHS
***Funny Business**—d-2c1¾"/1c3½"-mat-orp—Roger Bollen ..... NEA
Gabe & Loki—d-4c/5c-orp—Ross E. Bunch ..... CEN
Gasoline Alley—S-hps-tps-pt-hpt-mat-orp—Bill Perry .. CTN
Gasoline Alley—d-4c-5c-mat-orp—Dick Moores ..... CTN
Gil Thorp—d-4c-mat-orp—Jack Berrill ..... CTN
Good Earth Almanac—S-4 colors-pt-hps-hpt-tps (also black & white panel 5c6")-mat—Mark Gregory .. UNP
Gordo—dS-4c2⅛"-hps-tps-pt-orp-mat—Gus Arriola .. UFS
Grandpa's Boy—w-4c-mat-orp—Brad Anderson ..... SM
Grubby—4c-mat-orp—Warren Sattler ..... SM
Grummer Street—dS-4c2⅛"-orp-mat—Phil Krohn .... UFS
Hairbreadth Harry—d-S-4c-5c-hps-tps-pt-mat-orp—Staff Artists ..... LED
Half Hitch—d-4c; S-hps-tps-pt; mat-orp—Hank Ketchum ..... KFS
Have Fun!—w-1c11"-mat-orp—Lee Bryan ..... BLA
***Heart of Juliet Jones, The**—d-4c-5c; S-hps-tps-pt-qph; mat-orp—Stan Drake ..... KFS
Helen Homemaker—w-4c3"-orp-mat—Gean & Lloyd Birmingham ..... NPF
Henry—d-4c; S-hps-tps-pt-hpt-qph; mat-orp—John Liney and Don Trachte ..... KFS
***Hi and Lois**—d-4c; S-hps-tps-pt-hpt-qph—Mort Walker and Dik Browne ..... KFS
Hizzoner—d-4c-mat-orp—Bill Feld ..... UFS
Hospital Quips!—w-2c5"-mat-orp—Rube Weiss ..... BLA
How Does It Work—w-4c-mat—Bruce Bailey ..... CF
***Hubert**—d-2c-4c; S-hps-tps-pt; mat-orp—Dick Wingert KFS
It's A Laugh—w-2c5"-mat-orp—Rube Weiss ..... BLA
Jackson Twins—d-4c/5c2¼"—orp-mat; S-hps-tps-orp-mat—Dick Brooks ..... MCN
Jasper—S-hpt-mat—James Simpkins ..... CWF
Jeff Cobb—dexS-4c2½"-mat-orp—Pete Hoffman ..... GFC
Jes' Smith-dexS-4c-mat—Johnny Pierotti ..... CF
Jest For Laffs—dS-1¾"x6⅛"-orp—Audie Bransford .. CEN
Joe Palooka—dexS-4c2¼"-orp-mat—Tony DiPreta .. MCN
***Johnny Hazard**—d-4c; S-hps-tps-pt; mat-orp—Frank Robbins ..... KFS
Josh Billings Sez—w-2c5"/1c4"-mat-orp—Rube Weiss BLA
Judge Parker—d-4c-5c-mat; S-pt-hps-tps-mat—Dr. N. P. Dallis & Harold Le Doux ..... PHS
***Katzenjammer Kids, The**—S-hps-tps-pt-mat-orp—Joe Musial ..... KFS
Keasler, John—dex.sat.-S-600-orp—John Keasler .... MCN
Kelly—dexS-4c-mat—Jack Moore ..... UNP
Kerry Drake—d-4c-5c; S-pt-hps-tps-mat—Alfred Andriola ..... PHS
Kitty Higgins—1/6ps-mat—Ferd Johnson ..... CTN
Legal Laffs—w-2c5"-orp-mat—Rube Weiss ..... BLA
Life's Like That—d-1c2⅛"-2c4⅜"-orp-mat; S-hps-tps-pt-orp-mat—Fred Neher ..... UFS
Li'l Abner—d-4c-5c-mat-orp; S-hps-tps-pt-mat-orp—Al Capp ..... CTN
Lisons, French—30 wk. series-4c-mat-Translation Le Comtede—Monte Cristo ..... CF
Little Brother Hugo—S-1/6ps-mat—Bill Perry ..... CTN
Little Eve—dexS-4c1¼"-mat-orp—Jolita ..... GFC
Little Farmer—w-4c"-mat-orp—Kern Pederson ..... SM
***Little Iodine**—S-tps-hpt-gph-qp box; mat-orp—Bob Dunn & Hy Eisman ..... KFS
Little Joe—S-tps-mat—Robert Leffingwell ..... CTN
***Little King**—S-hps-tps-mat-orp—Otto Seglow ..... KFS
Little Orphan Annie—d-4c-5c-mat-orp; S-hps-tps, pt, hpt-mat-orp ..... CTN
Little Pedro—dexS-4c2½"-mat-orp—William de la Torre ..... LAT
Little Sport—dexS-4c1¼"-mat-orp—John Rouson .... GFC
Live 'n Laff—w-2c5"-orp-mat—Rube Weiss ..... BLA
Lolly—d-4c-mat-orp; S-hpt-tps-mat-orp—Pete Hansen . CTN
Louie—d-4c-mat-orp; S-tps-pt-hpt-mat-orp—Harry Hanan ..... CTN
Love On Life—w-600-orp—Philip H. Love ..... MCN
***Lucero Arroyo**—d-4c-mat-orp ..... KFS
Luther—6tw-4c1¾"-mat-orp—Brumsic Brandon, Jr. .. LAT
***Mandrake The Magician**—d-4c; S-hps-tps-pt; mat-orp—Lee Falk and Fred Fredericks ..... KFS
Mark Trail—d-4c-5c-mat; S-pt-hps-tps-mat—Ed Dodd PHS
Marmaduke—d-1c/2c3½"-mat-orp; S-hps-hpt-pt-tps-mat-orp—Brad Anderson ..... NNS
Mary Worth—d-4c-5c; S-pt-hps-tps-mat—Allen Saunders and Ken Ernst ..... PHS
Maw Green—1/6ps-mat ..... CTN
Medicare—dexS-2c3¼"-mat—Reamer Keller ..... AD
***Mickey Mouse**—d-4c; S-hps-tps-hpt-qph-mat-orp—Walt Disney ..... KFS
Miss Peach—d-4c; S-pt-hpt-hps-tps-orp-mat—Mel ..... MIL
Miss Peach—d-4c; S-tps-hpt-mat—Mell Lazarus ..... PHS
Mr. C—dexS-4c-mat—Eugene D'Bannon & James Payette ..... UNP
Moco—dexS-4c2½"-mat-orp—Mogenson and Cornelius LAT
Momma—d-4c-mat; S-tps-hpt-mat—Mell Lazarus .... PHS
Moon Mullins—d-4c-5c-mat-orp; S-hps-pt-tps-hpt-mat-orp—Ferd Johnson ..... CTN
***Moose Miller**—d-4c; S-hps-tps-pt; mat—Bob Weber .. KFS
Mostly Male—S-pt-hps-tps-mat—"Doc" Goodwin ..... DF
***Mr. Abernathy**—d-4c; S-hps-tps-pt; mat-orp—Ralson Jones and Frank Ridgeway ..... KFS
***Mrs. Fitz**—d-4c-mat-orp—Frank Roberge ..... KFS
***Muggs and Skeeter**—d-4c-mat-orp—Wally Bishop .... KFS
Mutt & Jeff—d-4c2½"-mat-orp; S-hps-tps-pt-mat-orp—Al Smith ..... MCN
Nancy—dS-4c2⅛"/5c2¼"-2c4¼"-pt-hps-tps-hpt-mat-orp—Ernie Bushmiller ..... UFS
Naturebug—S-tps-hps-mat—John Hazlett and Edward S. Thomas ..... DF
Nero Wolfe—d-4c; S-hps-tps-tp-mat—Rex Stout ..... CF
Norton Mockridge—5tw-750-mim—Norton Mockridge .. UFS
Nubbin—d-4c-mat-orp—James Burnett and Henry Boltinoff ..... KFS
On Broadway—w-550/750-mim—Ray Wilson ..... NEW
On Stage—d-4c-5c-mat-orp; S-hps-tps-pt-mat-orp—Leonard Starr ..... CTN
Our New Age—S-pt-hps-tps-mat—Athelstan Spilhaus & Gene Fawcette ..... PHS
Patterns and Pointers—d-450-orp-man-ill—Polly Cramer ..... NEA
Peanuts—2c1¼"-4c2⅛-5c2¼"-pt-hps-tps-hpt-orp-mat—Charles M. Shulz ..... UFS
Perkins—dexS-4c1¾"-mat-orp—John Miles ..... RTS
Phillip's Flock—w-4c2"-mat-orp—Doc Goodwin ..... DF
Pilote Tempete—dexS-4c1 13/16-mat—Henk Sprenger DWL
Plain Jane—dexS-4c2¼"-mat-orp—Frank Baginski .. MCN
Play-Funnies—S-tps-mat-orp—Becky ..... CTN
Pluribus—d-4c/S-pt-hps-tps-orp-mat—Bill Rechin .... ART
Pogo—d-4c-5c-mat; S-pt-hps-tps-mat—Walt Kelly .... PHS
Point of View—w-600-orp—Don Freeman ..... CNS
Polly—d-4c-mat-orp; S-tps-hpt-mat-orp—Mal Hancock . CTN
Ponytail—d-2c-mat-orp; S-hps-tps-pt-mat-orp—Lee Holley ..... KFS
***Popeye**—d-4c; S-hps-tps-pt-hpt-mat-orp—Bud Sagendorf ..... KFS
Pops—w-4c-mat-orp—George Wolfe ..... SM
Pottsy—S-tps-mat—Jay Irving ..... CTN
***Prince Valiant**—S-hps-pt-mat-orp—Hal Foster ..... KFS
Priscilla's Pop—d-4c2⅛"mat-orp; S-hps-pts-pt-mat-orp—Al Vermeer ..... NEA
Professor Pi—dexS-4c1 13/16"-mat—V. T. Born .... DWL
***Professor Phumble**—d-4c-mat-orp—Bill Yates ..... KFS
Quincy—d-4c-mat-orp—Ted Shearer ..... KFS
***Redeye**—d-4c; S-hps-tps-pt; mat-orp—Gordon Bess .. KFS
Rex Morgan, M. D.—d-4c-5c-mat; S-pt-hps-tps-mat—Dr. N. P. Dallis, Marvin Bradley & Frank Edgington PHS
Rick O-Shay—d-4c-mat-orp; S-tps-hpt-mat-orp—Stan Lynde ..... CTN
***Rip Kirby**—d-4c-mat-orp—John Prentice and Fred Dickenson ..... KFS
Rip Tide—d-4c; S-hps-tps-tp-mat—Herron and Grandenetti ..... CF
Ripley's Believe It Or Not!—d-2c-3c; S-hps-tps-mat-orp KFS
Rivets—d-4c-mat; S-pt-hps-tps-mat—George Sixta .... PHS
Rod Chance—d-4c-mat—Stanley H. Brams & Howard Whims ..... CF
Rural Delivery—w-4c-orp-mat—Al Smith ..... SM
Ryatts, The—d-4c-5c-mat—Jack Elrod ..... PHS
Sally Bananas—d-4c2"-mat-orp; S-hps-tps-pt-hpt (4-colors)-mat-orp—Charles Barsotti ..... LAT
Sam Scout—dS-sph-orp-ill—L.Glasgow-W. Clay ..... WOR
Sandy—dexS-sph-orp-mat—James Unwin ..... HPS
***Scamp**—d-4c; S-hps-tps-pt-mat-orp—Walt Disney ..... KFS
Sgt. Stripes . . . Forever—d-4c2⅛"-mat-orp; S-hps-tps-pt—Bill Howrilla ..... NEA
***Secret Agent Corrigan**—d4c-mat-orp—Al Williamson and Archie Goodwin ..... KFS
Sesame Street—d-4c; S-hps-tps-pt—Cliff Roberts and The Children's Television Workshop ..... KFS
Short Ribs—d-4c1½"/1c6½"-mat-orp; S-hps-tps-qps-pt-hpt-mat-orp—Frank O'Neill ..... NEA
Signs of the Times—6tw-3c-mat-orp—Val Valentine ..CTN
Skippy-dS-var-ign-mat-orp—Percy L. Crosby .....WIN
Smidgens—d-4c2"-mat-orp—Bob Cordray ..... NNS
Smitty—d-4c-mat-orp; S-tps-hpt-mat-orp—Walter Berndt ..... CTN
Sniffy—d-4c2⅛"-orp-mat—George Fett .....UFS
Sonny South—w-4c-mat-orp—Court Alderson ..... SM
Steve Canyon—d-4c-5c-mat; S-pt-hps-tps-mat-orp—Milton Caniff ..... PHS
***Steve Canyon**—d-4c-5c-mat; S-pt-hps-tps-mat-orp—Milton Caniff ..... KFS
Steve Roper—d-4c-5c-mat;S-pt-hps-tps-mat—William Overgard & Allen Saunders ..... PHS
Tarzan—dS-4c2⅛"-hps-tps-pt-orp-mat—Edgar Rice Burroughs ..... UFS
Teen Scene—d/w-1c4"-orp—Ben Corey ..... HAR
Terry and the Pirates—d-4c-mat-orp; S-tps-hps-pt-mat-orp—George Wunder ..... CTN
The Bosleys—S-4c-5c-hpt-tps-orp-mat—John Stees ... UFS
The Chargers—d-4c/5c-orp—Ross E. Bunch ..... CEN
The Colonials—dS-4c2⅛"/5c2¼-orp-mat—Joe Escourido ..... UFS
The Drimbles—dS-4c-mat-orp—Agoo ..... LED
The Dropouts—dS-4c2⅛"/5c2¼"-qt-hps-tps-orp-mat—Howard Post ..... UFS
The Good Old Days—S-3c-hpt-tps-mat-orp—Erwin L. Hess ..... UFS
The Hawk—d-5c-mat-orp—Rod Maxwell ..... PF
***The Little Woman**—d-1c-2c;S-hps-tps-pt-mat-orp—Don Tobin ..... KFS
The Lockhorns—d-2c;S-tps-hpt—William P. Hoest .. KFS
The Mountain Boys—dexS-2c4¾" mat—Paul Webb ... CF
The Phanthom—d-4c;S-hps-tps-pt-hpt-gph-mat-orp—Lee Falk and Seymour Barry ..... KFS
The Rating Game—w-var-orp—Gordon B. Greb & Preston Bagent ..... NMS
The Small Society—dS-3c/4c2½"-mat—Morrie Brickman ..... WSS
The Small Society—d-3c-4c; S-tps-hpt-color-4c-bl.-mat-orp-S-tps—Morrie Brickman ..... KFS
The Smith Family—dS-4c2½"-mat—Mr. & Mrs. George Smith ..... WSS
The Weekly Grab Bag—w-var-orp—Staff ..... CTN
There Oughta Be A Law—d-3c4"-4c5"-orp-mat; S-hps-tps-pt-hpt-orn-mat—Whipple & Borth .....UFS
***They'll Do It Every Time**—d-3c; S-tps-hps-pt; mat-orp—Bob Dunn & Al Scaduto ..... KFS
Those Were The Days—w-4c-mat-orp—Art Beeman .. SM
Tiffany Jones—dexS-4c-mat—Pat Tourret & Jenny Butterworth ..... PHS
***Tiner**—d-4c; S-hps-tps-pt; mat-orp—Bud Blake .... KFS
***Tim Tyler's Luck**—d-4c; mat-orp—James R. Young ..... KFS
***Treasury of Classic Tales**—S-hps-tps-pt-mat-orp—Walt Disney ..... KFS
Trudy—d-2c-3c; S-tps-pt-hpt-mat-orp—Jerry Marcus ..... KFS
Tumbleweeds—d-4c; S-tps-hpt-mat-orp—Tom K. Ryan .....KFS-LLS
***Uncle Remus**—S-hpt-hps-tps-qhp-mat-orp—Walt Disney ..... KFS
Versus—d-4c; S-tps-hps-pt; mat-orp—Jack Wohl ... KFS
Viirginia Payette—tw-750-mim—Virginia Payette ... UFS
Wee Pals—d-4c; S-tps-hpt-mat-orp—Morrie Turner .....LLS-KFS
Winky Ryatt—S-pt-hps-tps-mat—Jack Elrod ..... PHS
Winnie Winkle—d-4c-mat-orp; S-tps-hpt-mat-orp ... CTN
Winthtrop—d-4c2⅛"-mat-orp; S-hps-tps-pt-mat-orp—Dick Cavalli ..... NEA
Wizard of Id, The—d-4c-5c-mat; S-pt-hps-tps-mat—Brant Parker & Johnny Hart ..... PHS
Wizard of Id, The—d-4c-5c; S-pt-hps-tps-mat-orp-Parker & Hart ..... MIL
Wonderworld—S-hpt-mat—Jo Ouellet ..... CWF
Yoni Bear—S-pt-hps-tps-mat-orp—Hanna Barbera ..... MCN
Zodiyaks—w/m/sm-sph-orp-ill—John Prinkey .....OTH

CULTURAL

Art, Entertainment, Literature Poetry, Theatre
(See Columns—Classification No. 11)

13—EDITORIAL (TEXT)

A Conservative View—3tw-750-mim—James J. Kilpatrick ..... WSS
A Home To Live In—w-2c-300/450—W. A. Nierengarten ..... SHP
Alexander, Holmes—dex. sat. S-600-mim—Holmes Alexander ..... MCN
American Panorama—tw-400/500-man—John M. Schofield ..... MLD
Best Editorial of Week—w-var-orp-various ..... AM
Between the Lines—w-600-mim—Edith Kermit Roosevelt ..... ROO
Bob Sledd—dS-200/250-man—Bob Sledd ..... CEN
Canadian Viewpoint—w-600-min—Lubor Zink .....SUN
Capital Stuff—5tw-500-orp—Ted Lewis & Staff .....CTN
Capital Fare—dex. sat S-600-mim—Andrew Tully .... MCN
Constitutional Rights—d-500-mim—Porter B. Williamson ..... MSC
Dalton Camp—w-700-mim—Dalton Camp ..... TSS
Diplomatic Pouch—occ-750/1500-ill-mim-telex-various authors ..... FRY
Denis Warner On Asia—occ-750-mim—Denis Warner .. RTS
Douglas Fisher Column—tw-600-min—Douglas Fisher ..... SUN
Driven To Ink—w-500/600-mim—Eunice Kelly .... CIT
Editor's Associate—cont-var-man—T. Jerome Bishop ..BIS

Editorial—w-300-min ..... SAF
Editorials—5tw-400-orp—Staff ..... CNS
Etc. & P. S.—com-300-man—Irma Ganz Miller ..... SA
Everyday Editorials—dex.sat.-1800-min—
Monte F. Bourjaly & Staff ..... GLS
Exploring Hip Culture—w-700-mim—Jerry Krasnicka .. CIT
Federal Corner—w-600-orp—Roulhac Hamilton ..... DF
From Issues To Ashes—w-700-mim—Herman Slavin .. CIT
From The Left—w-750-m.m—Michael Harrington .... WSS
From The Right—3tw-750-mim—
William F. Buckley, Jr. ..... WSS
Global Report—4tw-mim—
From Neue Zucher Zeitung (Zurich) and
Melbourne Herald ..... SUN
Good News Only—w-500/600-mim—Roger Sharp .... CIT
Government Contract Administration—d-500-mim—
Porter B. Williamson ..... MSC
Hayakawa Column—w-750-mim—S. I. Hayakawa .... RTS
Heads or Tails—w-500 mim—Jerry Robbins ..... ECS
Humor Side—3tw-400-mim-ocr—John Nichol ..... CTN
In The Public Interest—w-700-mim—Ralph Nader .. NRF
Inside Report—5tw-900-mim—Evans & Novak ..... MIL
Insight—w-2c11"-orp—Hal Suit ..... MGN
Interpretive Report—tw-750-mim—Richard Wilson ... RTS
It's My Opinion—2tw-600-mim—Irene Corbally Kuhn .. CF
Janeway Economic Service—4tw-700-orp—
Eliot Janeway ..... CTN
John Nichol—w-500-mim—Senator John Nichol ..... SUN
Like It Is By Me, Ali—w-500/650-mat-orp—
Muhammed Ali ..... LED
Little Pearls—w-1c6"-orp—Margarette Gillmore .... QUE
London Express Feature Service—3tw-3000-mim—
London Express ..... UFS
London Express News Report—5tw-5000-mim—
London Express ..... UFS
Low Down From The Congressional Record—w-500-orp—
Joe Crump ..... CRU
Lubor J. Zink—w-500-mim—Lubor J. Zink ..... SUN
Mary McGrory Column—3tw-750-min—
Mary McGrory ..... WSS
Moore's Mores—occ-500/700-man-mim-igp—
Christopher Moore ..... RA
New Politics—3tw-750-mim—Milton Viorst ..... WSS
Op-Ed—dS-750-orp—Various Authors .....NYTS
Ottawa Report—3tw-750-mim—Peter Desbarats ..... TTS
Our Times—sw-750-m·t—Smith Hempstone ..... WSS
Patches of Brier—w-500/600-mim—
Prof. Warren J. Brier ..... CIT
Personality Spotlight—ind-size varies-wire-staff ..... UPI
Philip Wagner Column—sw-700-mim—Philip Wagner . WAG
Potomac Fever—dexS-150-mim—Pat Mahan ..... RTS
Presidential Report—ztw-500-mim—Warren Rogers ... CTN
Quite Rightly So—3tw-600-mim—Lowell Ponte ..... MCN
Reflections—w-500/650-m'm—Guy Wright ..... LED
Review of the News—w-800-wire—Staff ..... UPI
Support America—w-5c12 5/16"/4c9¾"/3c7⅝"-orp-mat—
Staff ..... COL
The Harris Survey—2tw-750-mim—Louis Harris ..... CTN
The Last Word—5tw-350-mim—Clifton Daniel .....NYTS
The Morrie Ryskind Column—sw-750-mim—
Morrie Ryskind ..... WSS
Think On These Things—5tw-200-mim—
Joyce Hifler ..... CTN
T.R.B. from Washington—w-800-mim—T.R.B. ..... NRF
Trends & Conflict—eod-500-man—
Prof. Robert Markle ..... HER
Tribune Perspective—4tw-700-orp—
Vernon Jarrett, Mike Killian, Frank Starr &
William Anderson ..... CTN
U.N. Today. The—d-500/800-telex-mim—
William R. Frye ..... FRY
V I P—3tw-600-m'm-ocr—Maxine Cheshire ..... CTN
Washington Close-up—5tw-750-mim—Staff ..... WSS
Watch On Washington—w-1000-mim—Clark Mollenhoff RTS
Watching The World—3tw-750-mim—Crosby Noyes .. WSS
Wayne Howell's World—sw-500-mim—Wayne Howell .. TSS
Westell Report—w-750-m'm—Anthony Westell ..... TSS
Why We Say—dexS-1c3"-mat-orp—
Rob Morgan & Pete Hoffman ..... GFC
Wilkins Column—w-750-mim—Roy Wilkins— ..... RTS
World Horizons—Sunday feature package-S-12,000-wire—
Staff ..... UPI
World in Focus, The—S-750-m'm—William R. Frye .. FRY
Yost Column—occ-750/1800-ill-mim-telex—
Charles W. Yost ..... FRY
You're Being Robbed—w-750-mat-orp—E. M. Scott .. LED

14—EDITORIAL CARTOONS

Another View—d-14emsx2¾"-2c4½"-3c5"-orp-mat—
John Street ..... UFS
Auth Editorial Cartoons—4tw-4c-orp-mat—Tony Auth . CTN
Barron Cartoons—3tw-4c6"-mat-orp—Sid Barron .... TSS
Below Olympus—5tw-2c5"-mat-orp—Frank Interlandi . LAT
Ben Wicks—8tw-1c3"/1½'-mat-orp—Ben Wicks .... SUN
Berry's World—d-2c4½"-mat;S-tps-hpt-mat-orp—
Jim Berry ..... NEA
Best Cartoon of Week—w-var-orp-mat-var ..... AM
Blaine—3tw-3c/4c-mat-ill—Blaine ..... MIL
Buescher Editorial Cartoons—6tw-2c-3c-mat-orp—
Alfred J. Buescher ..... KFS
Cartoon Comment On Illinois Affairs & Politics—
w-3c6"-mat-orp—Arthur A. Henrikson ..... HEN
Chambers—3tw-3c/5c-mat-orp—Robert Chambers .....MIL
Cobb Editorial Cartoons, R.—w-7"x7"-orp—R. Cobb . SAW
Colvin's Commentary—S-varies (2c-3c-4c) mat—
Melvin Colvin ..... CF
Conrad Cartoons—5tw-2c4"-3c6"-orp-mat—
Paul Conrad ..... RTS
Corky Editorial Cartoon—sw-4c5"-mat—Corky ..... LAT
Crawford Cartoon—dexS-3c6¼"-mat-orp—
Bill Crawford ..... NEA
Crockett Editorial Cartoon—5tw-2c5"-mat—
Gib Crockett ..... WSS
Curley's Cranes—dexS-mat-orp—Roger Curley ..... AF
Curtis Editorial Cartoons—5tw-3c4"-4c5"-orp-mat—
Tom Curtis ..... RTS
Darcy Editorial Cartoon—5tw-3c8"-mat-orp—
Tom Darcy ..... LAT
Don Wright Editorial Cartoons—5tw-3c5"-igp—
Don Wright ..... WSS
Donato—w-3c4½"-mat-orp—Andy Donato ..... SUN
Doug Sneyd Cartoon—5tw-2c-mat-orp—Doug Sneyd .. CTN
Dowling Editorial Cartoon—5tw-3c-mat—Dan Dowling .PHS
Editorial Cartoon (3 colors Texas only)—w-2c—
Here Fickles ..... AVA
Editorial Cartoon—w-2c/3c-mat-orp—Dick Hodgins .. SM
Editorial Cartoon—w-2c4¾"/3c5½"-ill.mat-orp—
Kennison Keene ..... CSP
Editorial Cartoon—5tw-3c6½"-mat-igp— Ralph Yoes CNS
Editorial Cartoon—w-2c4"-orp—Earl Wolf ..... NCF
Editorial Cartoon—5tw-3c7"-m·t-igp—Jim Knudson .. CNS
Editorial Cartoon—3tw-3c6"-orp—Virgil Alston ..... UNN
Editorial Cartoons—dS-3c6"-mat-orp—
Eugene Craig & Doc Goodwin ..... DF
Editorial Cartoons—5tw-3c6½"-mat-igp—
Doug Borgstedt ..... CNS
Editorial Cartoons—d-2c/3c-orp-mat—Raman Lurig .. UFS
Editorial Cartoons by Gar—w-3c6½"-mat-orp—
Gar Schmitt ..... EDI
Editorial Cartoons—d-3c-orp-mat—Art Poinier ..... UFS
Editorial Page Cartoon—dexS-2c/3c-mat-orp—
Milt Morris ..... APN
Editorial Service—w-var-orp ..... ROA
Faces In The News—d-½c2"-1c4"-orp-mat—
Frank C. Murphy ..... DIS
Farriswheel—6tw-2cmat-orp—Joseph Farris ..... CTN
Fischetti—5tw-3c/4c-orp-mat—Fischetti ..... MIL
Fischetti Cartoons—5tw-3c-4c-mat—John Fischetti ... PHS
Grant Editorial Cartoon—5tw-3c8"-mat-orp—
Lou Grant ..... LAT
Haynie Editorial Cartoon—5tw-3c8"mat-orp—
Hugh Haynie ..... LAT
Herblock Editorial Cartoons—5tw-2c-3c-mat—
Herbert L. Block ..... PHS
Hesse Editorial Cartoon—5tw-3c8"-mat-orp—
Don Hesse ..... LAT
Justice Long Cartoons—8tw-3c6¾"-mat-orp—
Roy Justus-Scott Long ..... RTS
King Editorial Cartoon—3tw-2c-mat—Warren King .. CTN
Kudlaty Editorial Cartoon—w-3c6"-mat-orp—
Ed Kudlaty ..... NEA
MacPherson Cartoons—3tw-4c6"-mat-orp—
Duncan MacPherson ..... TSS
Mauldin Editorial Cartoon—5tw-2c-3c-mat—
Bill Mauldin ..... PHS
Notes on the News—dexS-1c2¾"-orp-mat—
Charles D. Pearson ..... PEA
Oliphant Editorial Cartoon—5tw-4c4"-3c3"-mat-orp—
Pat Oliphant ..... LAT
People Watching—5tw-1c2¾"-mat-orp—Robert York .. AF
Pick of Punch—dexS-2c4"-mat-orp—
Punch Magazine Contributors ..... LAT
Point of View—w-600-orp—Don Freeman ..... CNS
Political Cartoon—w-3c6½"-orp—D. Boyd &
G. Wood ..... MGN
Pollutocrats—dexS-2c3"-mat-orp—
Gordon & Mark Larkin ..... AF
Religious Drawings—w-2c4"-3c6"-mat-orp—
Jack Hamm ..... REL
Sanders Editorial Cartoon—5tw-3c-mat—
Bill Sanders ..... PHS
Sians of the Times—6tw-3c-mat-orp—Val Valentine .. CTN
Soliloquy—5tw-3c-mat—Rig Hugo ..... PHS
Sovereign State of Affairs—w-4c2¼"-orp—
D. Boyd & G. Wood ..... MGN
Stavskal Editorial Cartoons—5tw-3c-orp-mat—
Wayne Stavskal .....CTN
Still Life—d-1c-2c-mat-orp—Jerry Robinson .....CTN
The Small Society—d-3c-4c; S-tps-hpt-color 4c-bl.—
Morrie Brickman ..... KFS
The Weekly Grab Bag—w-var-orp—Staff ..... CTN
TV Laffs—d-1c2½"-orp-mat—Cliff Rogerson ..... UFS
Uluschak—3tw-4c-mat-orp—E. D. Uluschak ....MIL
Wallmeyer Editorial Cartoons—5tw-3c7"-m·t-orp—
Dick Wallmeyer ..... RTS
Warren, L.D. Political Cartoons—dex.satS-3c6½"-orp-mat—
L. D. Warren ..... MCN
Wicks Editorial Cartoon—8tw-1c3"/1½"-c4½"-mat-orp—
—Ben Wicks ..... LAT
Wright On Target—eod-3x6"-mat—Bill Wright ..... SOU
Yardley Jones—tw-4c6"-mat-orp—Yardley Jones ..... SUN
Zschiesche's Editorial Cartoons—5tw-3c-mat-orp—
Robert D. Zschiesche ..... KFS

ECOLOGY
(See "Environment" No. 14B)

14A—EDUCATION

Ask A Teacher—k-500-mim—Ellen Holt ..... OHF
Birthday Quiz—dexS-200-m'm—Gordon B. Greb .... NMS
Career Corner—3tw-600-orp—Joyce Lain Kennedy .. MCN
Collene-University News—cont-var-man-twx-tape-mail—
Staff ..... PWF
Education—w-350/500-orp—Angel Flemings ..... NLI
Spotlight on Education—S-700-mim—
Dr. Benjamin Fine .....NANA
Your Heroscope—w-500-mim—
Gordon B. Greb & Darlene A. Greb ..... NMS

14B—ENVIRONMENT

Ecology Line—sw-2c16"-mim—Ed Dunckelmann & Staff INF
Environment—w-350/500-orp—Robert Pierson ..... NLI
Organic Living—w-700-m'm-ill—Robert Rodale ..... CTN
Our Environment—sw-750-mim—Stewart Udall &
Jeff Stansbury ..... LAT
Pollutocrats—dexS-2c3"-mat-orp—Gordon & Mark Larkin AF
Environotes—5tw-1c3"-orp-mat—Lloyd Birmingham .. RNS

FARMING
(See Gardening—Classification No. 19)

15—FASHIONS

After A Fashion—3tw-900-mim-ill—Marian Christy .. UFS
American Designer Patterns—w-2c7"-mat-igp—Spadea .. SPS
Ask Jennifer—2tw-600-mim-ill-ocr—Jennifer Anderson CTN
Austine LaMar Fashion Patterns—w-2c8"-mat-orp—
Austine LaMar .....GFC
Avenues of Male Fashions—4tw-mim—Chip Tolbert .... UFS
Be Smart—dexS-1c3"-mat-orp—Kubal ..... GFC
Beauty Tips from Hollywood—w-750-orp—
Various personalities ..... BPS
Better Grooming—w-500-orp—Various Hollywood Stars BPS
California Couture—m-250-mim-igp—California Designers
..... LAT
Centsible Shopping—w-400-orp—Joyce Roark ..... CNS
Clotheslines—w-600-mim-ill—Marylou ..... LAT
Continental Fashion —occ-700-mim—Iris Hartman .. WNS
Creative Crochet—m-125-mim-igp—Lila Schneider &
Jane Derryberry ..... LAT
Dress Doctor—sw-300-mim-ill—Edith Head ..... LAT
Editorial Material and Pictures for Women's Pages .. UOP
Eleanor Lambert's She—3tw-300-500-mim-ill—
Eleanor Lambert ..... PHS
Fabric Doctor—w-150-mim—Fred Dodge ..... MM
Fascinating Fabrics—w-500-mim—Frances Dietrich .. MCN
Fashion League—w-5000-mim—Florence de Santis .... UFS
Fashion 'n Figure—w-2tw-3tw-3c4½-ill-orp—
Miss Paige Palmer ..... FAS
Fashion Now!—3tw-600-ill-orp-ocr—Patricia Shelton .. PHS
Fashions—m-var-igp—Dina Dellale .....EPS
Inside Fashions—4tw-mim-igp—Eugenia Sheppard .... MIL
Inside Fashion—4tw-900-mim-igp—Eugenia Sheppard PHS
Leisure Time—S-250-mim-igp—Mildred Gibson ..... NNS
Live Within Income—tw-600-mim—Anne Taylor ..... APN
Lois Holmes Knitting Pattern—w-400-mim-igp—
Lois Holmes ..... LAT
Look Smart!—w-500-mim-ill-mat-orp—Harry Juster .. RTS
MacNelly Editorial Cartoons—3tw-4c-orp-mat
Jeff McNelly ..... CTN
Man To Man—w-550-mim-orp-igp—Bill Thomas .....NPF
Market Comments—w-500-mim—Carl Ritter ..... CNS
Men's Wear—w-500-orp—Walter Logan ..... UPI
Mohr About Fashion—tw-500-man-igp—Berta Mohr .. MOH
Mohr on Modes—w-300-orp-ill—Beth Mohr ..... CNS
Now!—tw-1c7"-75-ill-mim-mat-orp—Gene Loyd ..... RTS
Report From Paris—S-900-mim-ill-ocr—Rex Reed .... CTN
Sew Biz—w-600/700—Julia C. McCombs ..... COE
Stitchin' Time—w-500-ill-ilm-orp—Judy Love &
Joanne Schrieber ..... NEA
Teen Scene—d/w-1c4"-orp—Ben Corey ..... HAR
The Fashion Strip—w-4c5"-ill—Ethel Burge ..... BUR
The Stage Of Fashion—3tw-400/500-man—
Regina Carrol ..... CEN
Think Pretty—w-500-orp-ill—Peggy Walker ..... CNS
Tobe on Fashions—4tw-60-mim—Tobe ..... MIL
Truth For Today—Let's Ask The Bible—dex. sat-400-
mim—A. G. Van Campen ..... GLS
What Next—w-5c5"/5tw-1c5"-mat-igp—Paul Hamlin SPS
Your Fashion Image—w-1c6" to 1c9" var-igp—
Charlotte Wilkinson ..... YOU
Youth Parade—S-250-mim-igp—Reba and Bonnie
Churchill ..... NNS

FINANCIAL
(See "Business"—Classification No. 7)

16—FICTION

A Good Book To Read—cont-500-man—Martin J. Ross LAW
Best Sellers—w-hps-pt-orp—various ..... BPS
Book Serialization—d/w-750/1000-lng-igp-orp—
various authors ..... OPS
Books-into-Serials—occ-bl-man-mim—various authors .. OPS
Christmas Features—d/w-750-orp-ill—various authors OPS
Computer Talk—w-500/600-mim—James A. C. Thom CIT
Dr. A's Bedtime Stories—w-600-ill-mim-igp—Dr. A. AVS
Famous Short Stories—w-250/2000-orp—various authors BPS
Selected Short Shorts—w-750-mim-man—
Alex Jane Benehly ..... RA
Two Minute Mystery—Back issues only (set of 24)
300 words each-mim—Donald J. Sobol ..... TM

17-FILLERS

According To Guinness—dexS-50-mim—
Norris & Ross McWhirter ..... UNP
Army Funnies—w-var-man—Buddy Basch ..... BAS
Barney's Blarney—d-S-200-mim—Barney Glazer ..... TCN
Bee Smart—w/m/sm-sph-orp-ill—John Prinkey ..... OTH
Better Filler Service—w-40 items (1 to 7 lines)-mim BFS
Between Us Girls—dexS-1c1"-ilm ..... AF
Candle & Mirror—dS-100-mim—Fred Dodge ..... MM
Celebritee-Hees—w-var-man—Buddy Basch ..... BAS
Clyde Moor Says—dS-175-orp—Clyde Moore ..... DF
Comic Dictionary—dS-10-mim—Evan Esar ..... RTS
Cook's Corner—w-ps-hps-orp-ill—Lillian Hergesell .... DF
Distillates of Random Thoughts—occ-mim—
Charles Rehns ..... REH
Fillers—w-1c8"-orp—W. Walker ..... MGN
Flashback Camera—d-1c1½"-mat-orp—Dick Peeples .. AF
General News Fillers—w-2c-orp—Staff ..... STF
General Sports Fillers—w-1c-orp—Staff ..... STF
Glasser Guide—various—Selma Glasser ..... GLA
Glasserfied Directory—d/w/m-ps/var-man—Selma Glasser
..... GLA
Glazed Bits—dS-200-mim—Barney Glazer ..... TCN
Help, Police!—w-var-man—Buddy Basch ..... BAS
If Your Name Is —w-470-mim—Ann Reynolds, Ph.D. RFS
Jest A Minute—d-150-orp—George Daugherty ..... CTN
Matters of Substance—cont-var-man—T. Jerome Bishop BIS
Merry Mixup—dexS-1c2"-2c1"-mat-orp—Barbara Jones AF
North American Woodlore—d/w-20-mat-orp-ill—
Jim Jane Way ..... SUN
Now You Know—dexS-50-wire—Staff ..... UPI
Orben's Comedy Fillers—sm-var-man—Robert Orben .. COY
Otto Sez—dS-1c1"-mim—Frank Nickens ..... HPS
Pinup Photos—ind-ill—Staff ..... GRE

CLASSIFICATIONS OF FEATURES

Prayers For The Twentieth Century—oce-2c—
Ruth Davis & Bob Maley ..... HEA
Quirks in the News—dexS-500-wire—Staff ..... UPI
Quotes from the News—dexS-size varies-wire—Staff .. UPI
Read and Remember—dexS/w-100-mim—W. L. Gordon WLG
Real Names/Reel Names—w-var-man—Buddy Basch .. BAS
Rosettes—dexS-2c2"-man—Elinor K. Rose ..... ROS
Short Takes—w-90 to 250-mim—Staff ..... DHJ
Sketches—dS-100-mim—Ben Burroughs ..... GFC
Small Talk—5tw-1c3"-orp-mat—Becky ..... CTN
Snappy Fillers—(2-3 liners, short)-5tw-ps-mim-orp—
Staff ..... SFS
Special Shorts & Fillers—w-ps-orp-mat—Staff ..... APN
Standard Mix—fn-size varies-man—Staff ..... STP
Standard News Fillers—w-2c-orp ..... STF
Standard 2's—fn-500-orp—Staff ..... STP
Sugar and Spice—dexS-30-mim—Elinor K. Rose ..... AF
Terse-Verse—dexS/w-25/40-mim—A. C. Gordon ..... WLG
Test Your ESP With Olof Jonsson—w/m/sm-1c5"/2c2½"
orp—John Prinkey ..... OTH
The Almanac—dS-250-wire—Staff ..... UPI
The News In A Word—d-175; S-275; mim—
S. V. Baum & W. J. Laubenstein, Jr. ..... QUI
This Date in Hiztory (cq.) ——— —d-50-orp—
Perry Snell ..... CNS
Worth Repeating—d-25-mim—Theron C. Liddle ..... RTS
Zodiyaks—w/m/sm-sph-orp-ill—John Prinkey .. ..OTH

18—FOOD

About Wine—w-350-ilm-mat—Colin Mackay ..... CWF
All About Wine—w-500-orp—Ruth Ellen Church ..... CTN
Along The Food Trail—w-600-orp—The Bascomes ..... BA
Along The Food Trail—w-600-orp—The Bascomes .... CNS
Around The House With Jan Paul—w-var-mim—
Jan S. Paul ..... PAU
Beard on Food—w-800-mim—James A. Beard ..... WSS
Bev's Bits & Bites—w-2c10½"-orp-mat—
Beverly G. Anderson ..... HPP
Carolyn's Collections—w-250-orp—Carolyn Anderson .. AM
Celebrity Cookbook—w-800-mim-igp-orp-ocr-
Johna Blim ..... CTN
Celebrity Recipes—w-250-orp—Jane Sherrod ..... BPS
Chateau & Briand—S-2c4"-mat—Spadea ..... SPS
Chef Marion—dexS-600-mim—Marion Burros ..... UFS
Chef Marion—5tw-300-ill-mim—Marion Burros ..... WNS
Clip 'n Cook—w-3c3"-orp-ill—Staff ..... CNS
Cooking Corner—w-500-orp-igp—Susan Delight ..... CNS
Cooking With Rojas-Lombardi—w-2c6½"-orp—
F. Rojas-Lombardi ..... ASC
Cupboard Chit-Chat—m-1000-mim—Betty Roberts .... ICS
Eat, Drink & Be Merry—w-600-mim—Robert J. Misch
..... UFS-WNS
Ecology Line—sw-2c16"-mim—
Ed Dunckelmann & Staff ..... INF
Editorial Material & Pictures For Womens Pages .... UOP
Fast Gourmet—3tw-250-mim—Poppy Cannon ..... GFC
Food—m-var-igp—Peggy Read ..... EPS
Food and Your Health—sw-350-mim—
Fredrick J. Stare, Md. ..... LAT
Food for Americans—5tw-400-orp-man-ill—
Aileen Claire ..... NEA
Food For Thought—3tw-m t-orp—Alice Denhoff ..... KFS
Food For Thought—2tw-500-mim-orp-ocr—
Dr. Jean Mayer ..... CTN
Foodmanship—w-1500-man-ill—Daniel V. Thompson .. THO
Gourmet On A Budget—w-400/500-mim
Sandal & Pritch English ..... ENG
Heartline—w-500-mim ..... CNS
Intelligram—fn-2500-mim—Staff ..... WWI
Menus, Food—var-700-orp—Mary Meade ..... CTN
Mom's Lunch—w-300/500-mim—Rose Irene Hamner .. STH
Notes From The Wine Cellar—w-350-mim-igp—
Various Authors ..... GRN
On Wines—w-1c3"-igp—Bill Sonstein ..... SON
Organic Living—w-700-mim-ill—Robert Rodale ..... CTN
Skillet Club—w-400-m'm-ill—Frank Kohler ..... GFC
Slim Gourmet—3tw-400-mim—Barbara Gibbons ..... UFS
Tasty Tales—w-2c-12"-mim—Charles Rehns ..... REH
The Second Glass—w-500-man—D. V. Thompson .... THO
The World of Myra Waldo—3tw-500-mim-orp—
Myra Waldo ..... NPF
Tips On Tables—w-550"700-mim—Ray Wilson ..... NEW
What's New In Foods—m-250-mim—Phyliss Lasky .. AEW
Wine Dignity—w-400-orp—M.F. Lester ..... CNS
Wine World—dS-200-man—Fred Cherry ..... CEN
Wine Q. & A.—w-500-orp—Ruth Ellen Church ..... CTN

19—GARDENING FARMING

Ecology Line—sw-2c16"-mim—
Ed Dunckelmann & Staff ..... INF
Farm Front—2tw-500-wire—Staff ..... UPI
Garden Column—w-700-mim—Tom Stevenson .....LTWP
Garden Gossip—w-600-man—Daniel V. Thompson ... THO
Garden Question Box—w-800-mim—Tom Stevenson ..LTWP
Gardening—S-450-orp—Irwin Jones ..... DF
Gardening—w-500-mim-ill—Fred Dale ..... TSS
Gardening—w-500-mim—John Bradshaw ..... SUN
Gardening For Fun—w-qps-man-mim-ill—Cindy Smith . CRE
Gardens—w-450-mim-ill-igp—Dorothy H. Jenkins .... DHJ
Green Thumb, The—w-600/800-mim—
George Abramson ..... TRG
Green Thumb Question Box—w-600/800-mim—
George Abramson ..... TRG
Indoor Gardening—w-750-orp-ocr—
Katherine B. Walker ..... PHS
Intelligram—fn-2500-mim—Staff ..... WWI
It's Your Landscape—w-400-ill-orp-ocr—
George Creed ..... PHS
It's Your Landscape—w-400-ill-mim—George Creed .. MIL
Miracle Gardening—w-100-orp-igp—J. Finletter .... BPS
Patterns For Better Living—dS-var-igp-man—
Steve Ellingson ..... UB
U-Bild—w-300-mim-ill-igp—Steve Ellingson ..... MS
U-Bild Enterprises—dS-var-man-mim-ill—
Steve Ellingson ..... DF
U-Bild It—dS-var-igp-man—Steve Ellingson ..... UB

GRAPHOLOGY

(See "Astrology"—Classification No. 1)

20—HEALTH

Alvarez Medical Column—4tw-750-mim—
Dr. Walter C. Alvarez ..... RTS
Ask Dr. Brothers—7tw-1c-mim-orp—
Dr. Joyce Brothers ..... KFS
Ask Dr. Rueben—3tw-700-mim-orp-ocr—
Dr. David Rueben ..... CTN
Bob Thompson, M.D.—d-500-2c8"-mat-orp-ill—
Bob Thompson, M.D. ..... MOR
Child Care—dexS-350-mim—
William G. Cook, M.D. ..... GFC
Clear Talk—w-600-mim—Mary Alice Bennet ..... AF
David H. Zinman Column—w-750-mim—
David H. Zinman .....LTWP
Dr. Hip-Pocrates—sw-500-mim—
Eugene Schoenfeld, M.D. ..... UNP
Ecology Line—sw-2c16"-mim—
Ed Dunckelmann & Staff ..... INF
Editorial Research Reports—w/5tw-500-orp-ill—
Staff ..... CQ
Fashion 'n Figure—w-2tw-3tw-3c4½"-ill-orp—
Miss Paige Palmer ..... FAS
Food And Your Health—sw-350-mim
Frederick J. Stare, M.D. ..... LAT
Food For Thought—2tw-500-mim-orp-ocr—
Dr. Joan Mayer ..... CTN
For Better Health—dexS-350-mim—
S. I. Andelman, M.D., M.P.H. ..... GFC
For Women Only—3tw-500-mim—
Lindsay Curtis, M.D. ..... NNS
Health Capsules—d-1c3"-orp-mat—
Dr. Petty-Jud Hurd ..... UFS
Health Column—6tw-400-orp-man—
Lawrence E. Lamb, M.D. ..... NEA
How To Keep Well—7tw-600-orp—
T. R. Van Dellen, M.D. ..... CTN
Let's Stay Well—dexS-400 mim—
Dr. Eugene Schaumann ..... UFS
Live Longer Be Happy—sm-2c12"-mim—
Charles Rehns ..... REH
Marriage and Sex—w-750-orp—various M.D's. ..... BPS
Medicalia—cont-600 mim-igp—M. W. Martin ..... MAR
Mirror of Your Mind—d-2c; S-pt; ill-mat-orp—
John Conwell ..... KFS
Organic Livinn—w-700-mim-ill—Robert Rodale .... . CTN
Parents & Children—2tw-500-mim-orp-ocr—
Saul Kapel, M.D. ..... CTN
Picture of Health—w-2c/3c-ill-orp—Staff ..... LUI
Popular Medicine—w-500-orp—various M.D.'s..... BPS
Private Life, The—w-850-ill-mat-orp ..... NEA
Questions Women Ask—w-500-orp—
Dr. Eleanor B. Rodgerson ..... CNS
***Speaking of Your Health**—6tw-1C-mat-orp—
Dr. Lester L. Coleman ..... KFS
Stop Killing Yourself—dexS-600-orp—
Peter J. Steincrohn, M.D., F.A.C.P. ..... MCN
Successful Living—w/m/sm-500-orp—Doris Clark ... OTH
The Search For Mental Health—w/m/sm-500 var-orp—
Forest Hospital ..... OTH
To Your Good Health—dS-750-orp-ocr—
Dr. George C. Thosteson ..... PHS
You, Your Children and School—w/3tw-500-mim—
David Nydick ..... DAN
Your Health—w-500-mim—Dr. M. I. Salomon ..... WUP
Young and Healthy—3tw-600-mim-orp-ocr—
Dr. Frank Falkner, M.D. ..... CTN
Youthful Drug Talks—w-500-mim—
Phyllis C. Barrins, R.N. ..... CIT

21—HISTORY—POLITICS

A Good Book To Read—cont-500-man—
Martin J. Ross ..... LAW
Alexander, Holmes—dexsat.S-600-mim—
Holmes Alexander ..... MCN
Americana—w-700-mim—Sam Stewart ..... CNS
An Iowa Almanac—w/m/sm-500-var-orp—
Tom Kuncel ..... OTH
Antique Canadian Cars—ind-250-ilm-mim—
John de Bondt ..... TSS
Backstairs at the White House—w-500-wire—Staff ... UPI
Behind The Scenes At The United Nations—w-var-mim—
David Horowitz ..... WUP
Between the Lines—w-600-mim—
Edith Kermit Roosevelt ..... ROO
Bruckner Column—tw-700-mim—D. J. R. Bruckner ..LTWP
Canada Report—w-500-mim-orp—Greg Connolley .... CNS
Capital Fare—dex. sat.-S-600-mim—
Andrew Tully ..... MCN
Capital Ideas—w-700-mim-orp—Raymond J. McHugh .. CNS
Capital Touch—w-600-mim-orp—
CNS Washington Bureau ..... CNS
China—m-500/600-various-orp ..... FNS
Conceived In Liberty—w-400-orp—Robert Desmond .. CNS
Congressional Quarterly Service—w/3tw-500/1200-orp-ill—
Staff ..... CQ
Congressional Reform—m-1000/2000-orp-mim—
David Webb ..... NOR
Courage & Hesitation—cont-14,000-mim-igp—
Allen Drury ..... DDS
Crazy World of Washington—S-500-wire—
Leon Burnett ..... UPI
Crossroads Report—w-300-orp—O. E. Scott ..... AM
Diplomatic Pouch—oce-750/1500-ill-mim-telex—
various authors ..... FRY
During This Week—w-100/200-man—Estey I. Reed ... SS
Economic Groupings—m-300/750-orp—various ..... FNS
Elegant Column—tw-800-mim—Robert S. Elegant ..LTWP
Eye On Cuba—w-600-mim—Theodore A. Ediger .... CNS
Federal Corner—w-600-orp—Roulhac Hamilton ..... DF
Federal Diary—tw-600-mim—Mike Causey .....LTWP
Flashback on Canada—d/w-200-mim—Bob Bowman .. SUN
Focus On History—sm-600-mim—Staff ..... CNS
Foreign Analyst—sm-800-mim—Robert Betts ..... CNS
Fraser Kelly—w-500-mim—Fraser Kelly ..... TSS
Frank van der Linden—tw-750-mim—
Frank van der Linden ..... UFS
From Issues To Ashes—w-700-mim—Herman Slavin ... CIT
Government Quiz—w-500-mim—
Carl Kalvelage & Peter Anderson ..... CIT
Hemisphere Report—w-750-mim—William Giandoni ... CNS
Henry J. Taylor—tw-800-mim—Henry J. Taylor ..... UFS
Heritage of the American Businessman—d-100-spv-man—
Michael H. McBride ..... HER
Historical Fillers—w-700-mim—Staff ..... CNS
History's Scrapbook—w-2c2½"-mat-orp—Staff ..... CSP
[illegible] 3tw-400-mim-ocr—John Nichol ..... CTN
If Your Name Is—w-470-mim—Ann Reynolds, Ph.D. . RES
It Happened In Canada—6tw-2c5"-orp-mat—
Gordon Johnston ..... TSS
Intelligram—fn-2500-mim—Staff ..... WWI
It's Tough But You Can Make It—w-400-mim-orp—
Vernon E. Brown ..... CNS
Latin America—m-500/600-orp—various ..... FNS
Mad Moments In Americana—w/m/sm-500-var-orp—
Tom Kuncel ..... OTH
Marilyn Manion—w-500-orp.—Marilyn Manion ..... AM
McGrady Column—w-750-mim—Mike McGrady .....LTWP
Military Affairs—w-750-mim—L. Edgar Prina ..... CNS
Military Report—sw-750-mim—
Col. Robert D. Heinl, Jr. ..... NANA
National Commentary—w-350/500-orp—
Charles E. Terry ..... NLI
National Whirligig—5tw-800-mim
Ernest Cuneo ..... UFS-NANA
New York Today—w-750/1000-mim—Albert Theroux . NEW
On This Day—d-150-man—Estey J. Reed ..... SS
Overview—w-600-mim—Miles Copeland ..... GRN
Pan American Report—5tw-700-mim—Staff ..... CNS
Pennsylvania Avenue—w-600-mim-orp—
Michael O'Connor ..... CNS
Political News—cont-var-man-twx-tape-mail—Staff ... PWF
Political Parade—w-1000-mim—David S. Broder ....LTWP
Pros & Kahns—w-200-orp—J. Kesner Kahn ..... AM
Quite Rightly So—3tw-600-mim—Lowell Ponte ..... MCN
Raspberry Column—w-750-mim—William Raspberry ..LTWP

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St. John's Journal—w-700-mim-orp—Jeffrey St. John . CNS
Say It Straight—S-600-mim—Victor Lasky .....NANA
Stanley Karnew Column—w-550-mim—
Stanley Karnow ..... LTWP
Straight Talk—w-600-orp—Tom Anderson ..... AM
The Innocent Bystander—3tw-600-mim—
Arthur Hoppe ..... CHR
The Nation—3tw-600-mim—Martin F. Nolan ..... UFS
The News in a Word—d-175; S-275-mim—
S. V. Baum & W. Laubenstein, Jr. ..... QUI
They Had a Dream—w-2c9"-man-ill—
George Reasons & Sam Patrick ..... LAT
This Day in History—6tw-1c-mim-orp— ..... KFS
Today's World—w-6 stories-700 wds. each-orp—
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Trends and Conflict—eod-500-man—
Prof. Robert J. Markle ..... HER
U.N. Today, The—d-500/800-mim-telex—
William R. Frye ..... FRY
Unknown In History, The—w-500-800-man—
Thourot Pichel ..... CN
V.I.P.—3tw-600-mim-oer—Maxine Cheshire ..... CTN
Viewpoint—w-500-orp—Jesse Helms ..... AM
Washington Calling—tw-800-mim—Marquis Childs ... UFS
Washington Merry-Go-Round—dS-1000-mim—
Jack Anderson ..... UFS
Washington Merry-Go-Round Special—w-1000-orp—
Jack Anderson ..... UFS
Washington Periscope—sm-1000-orp-mim—
David Webb ..... NOR
Washington Report—w-700-mim—J. F. terHorst ... NANA
Washington Welter—w-600-mim—Jesse H. Merrell ... MER
Washington Window—5tw-500/600-wire—Staff ..... UPI
William S. White—tw-750-mim—William S. White .. UFS
World In Focus, The—S-750-mim—William R. Frye .. FRY
World's Week—w-600-mim—Staff ..... CNS
Yost Column—w-750-mim-telex—Charles W. Yost .... FRY

22—HOUSEHOLD, DO-IT-YOURSELF, HOUSE PLANS, INTERIOR DECORATING

A Matter Of Taste—3tw-50-mim-ill—Wm. Pahlmann MIL
A Matter of Taste—3tw-350-ill-orp-ocr—
William Pahlman ..... PHS
About The House—m-500-mim-igp ..... ABO
Antiques—w-350-mim-igp—Anne Gilbert ..... NNS
Antiques—w-400-mim-ill-igp—Dorothy H. Jenkins ... DHJ
Around The House With Jan Paul—w-var-mim—
Jan S. Paul ..... PAU
Be Crafty—w-400-orp-ill—Alice Morrell ..... CNS
Consumer's Corner—w-1c5½"-mat-orp—Staff ..... CSP
Craft Patterns—w-400-man-igp ..... PHS
Decor Scene—w-500-orp—Barbara Hartung ..... CNS
Decorating Mail Box—ind-750-man—Arthur S. Green . GRE
Designing Woman—3tw-700-ill-mim-igp-ocr—
Barbara Taylor Bradford ..... CTN
Do It Yourself—w-750-ill-orp—R. Randolph Karch ... KAR
Dottie Decorates—w-2c4"-mat-orp—
Dottie and Harry Brown ..... GFC
Easi-Bild—w-350-mim-igp—Don Brann ..... GFC
Editorial Material & Pictures for Women's Pages .... UOP
Financing The New Home—ind-mim—J. H. Radclyffe . DWL
First Aid to the Ailing House—dS-500-mim—
Roger C. Whitman ..... UFS
Fix It Yourself—dexS-300-mim—Hubbard Cobb ..... WSS
Glasserfied Directory—d/w/m-ps/var-man—
Selma Glasser ..... GLA
Handy Family—w-4c2"/2c4"-mat-orp—
Lloyd Birmingham ..... GFC
Here's How—w-750-orp—Gene Gary ..... CNS
Hints For The Home—w-100-igp-mim—Bob Mattis ... CTN
Home—w-400-ill-mim-igp—
Ann Jermyn, George Adams ..... DHJ
Home Improvement—S-750-mim-igp-mat—
Bernard Gladstone ..... NYTS
Home Line—dexS-300-mim—Dorothy Ritz ..... LAT
Homemakers Service Bureau—w-1200/1500-mim-ill-igp—
John L. Scherer ..... SCI
Homeowners' Money Savers—sw-350-mim—
Douglas Tuomey ..... GFC
Homes Decorating—S-ps-orp-igp—Jenice Jordan ..... DF
House Doctor, The—w-750-mim-ill-mat—
Herman Baum ..... RTS
House of the Week—w-350-ilm-igp-orp—Andy Lang . APN
Household—m-var-igp—Ida Fried ..... EPS
Household Scrapbook—dexS/w-100/200-mim—
Roberta Lee ..... WLG
How Can I???—dexS/w-100/200-mim-orp—
Anne Ashley ..... WLG
How-To Decorating Articles—ind-300/2000-man-ill—
Arthur S. Green ..... GRE
Just Something Pretty—w-hpt-tpt-man-mim-ill—
Cindy Smith ..... CRE
Know Your Antiques—w-500-mim-ill-mat-orp—
Ralph and Terry Kovel ..... RTS
Leisure Time—S-250-mim-igp—Mildred Gibson ..... NNS
Let's Make—S-2c5"-orp-mat—Ben Corey ..... HAR
Minute Mechanic—d/w-var-orp—Ted de Martin ..... HAR
More For Your Money—w-800-mim—Lawrence Gatton . WSS
New Ideas—Products—m-500-man—Staff ..... SA
Open House—w-500-orp—James M. Woodard ..... CNS
Parade of Homes—w-var-igp ..... HOM
Patterns for Better Living—dS-var-igp-man—
Steve Ellingson ..... UB
Slicktrick—dex. sat-1c/40 words-mat-orp—Staff ..... NNS
Super Handyman—3tw-1c-ill-mim-mat-orp—
Al Carrell ..... KFS
Teen Scene—d/w-1c4"-orp—Ben Corey ..... HAR
The Legal Way—w-500-orp—E. J. Demson ..... CNS
This Week's Homecraft—w-750-mim-ill-mat-orp—
Molli Nickell ..... RTS
U-Bild—w-300-mim-ill-igp—Steve Ellingson ..... MS
U-Bild Enterprises—dS-var-man-mim-ill—
Steve Ellingson ..... DF
U-Bild It—dS-var-igp-man—Steve Ellingson ..... UB
We Like This Plan Because—w-500-mim-orp-igp-ill-mat—
Hiawatha Estes (AIBD) ..... EST
You and Your Home—w-150-mim-ill-mat-orp—
Barbara Barnes ..... RTS
You Can Fix It—tw-50/75-ilm-orp—Gene Von ..... WLG
You Can Do It—w-600-orp—Al DeCicco ..... CTN
Your Antiques—w-500-mim-ill—Jack Jamieson ..... TSS
Your Better Home—Build and Improve—w-ill-mat-orp—
John D. Bloodgood ..... KFS
Your Family Decorator—tw-600-mim-igp—
Carleton Varney ..... AD
Your Home—sw-300-mim-igp—Carolyn S. Murray ... GFC

23—MAPS

Background Maps—w-ps-igp-orp-mat—Staff ..... APN
Where in the World?—d-150-mim-ill ..... UFS

24—MOTION PICTURES

A Visit With The Stars—m-var-mim-igp—
Gary Wagner ..... WIP
Barney's Blarney—dS-200-mim—Barney Glazer ..... TCN
Barney Glazer In Hollywood—dS-400-mim—
Barney Glazer ..... TCN
Celebrity Cookbook—w-800-mim-igp-orp-ocr—
John Blinn ..... CTN
Champlin Column—w-800-mim—Charles Champlin ..LTWP
Cousin Tommie's Country Criticism—w-500-2c8"-mat-orp-ill
—Tommie Lloyd ..... MOR
Entertainment Scene—dS-400-mim—Barney Glazer ... TCN
Film Fare—w-800-mim—Collette Wood ..... WOR
Front Row—w-600-mim—Dave McIntyre ..... CNS
Glazed Bits—dS-400-mim—Barney Glazer ..... TCN
Hollywood—d-1c-mat-orp—Dorothy Manners ..... KFS
Hollywood—dex. Sat.-450-wire—Vernon Scott ..... UPI
Hollywood—tw-650-orp-man—Dick Kleiner ..... NEA
Hollywood Diary—dS-400-mim—Barney Glazer ..... TCN
Hollywood Hotline—dS-600-mim—James Bacon ....NANA
Hollywood Hotline—dex. S-800-min—James Bacon .. UFS
Hollywood Personalities—w-750-ill—various authors . OPS
Hollywood Today—6tw-500-orp—Norma Lee Browning . CTN
Hollywood's Lost Generation—12 part series or ind-
1500-mim—John Austin ..... HIS
Hollywood News Wire—dS-mim—Barney Glazer ..... TCN
Hollywood's Unsolved Mysteries—15 part series or ind-
1500-mim—John Austin ..... HIS
I Loved It . . . I Hated It"—w-700-mim—
William Arthur ..... CIT
Inside London—w-750-mim—Susan Francis ..... HIS
Joseph Gelmis Column—w-750-mim—Joseph Gelmis .LTWP
Joyce Haber Column—5tw-600-mim—Joyce Haber ... LAT
Limelight—w-350/500-orp—Jerry Sheeder ..... NLI
Las Vegas/Reno/Tahoe—w-400-mim—
Barney Glazer ..... TCN
Mini-Reiews—4tw-400-orp—Gene Siskel ..... CTN
Movie Mailbag—dS-400-mim—Barney Glazer ..... TCN
Movie Review Wrapup—w-700-orp—Rex Reed ..... CTN
Our Film Folk—fn-800-mim—Herbert E. Luft ..... JTA
Record/Tape Reviews—w-400-mim—Barney Glazer .... TCN
Reviewing The New Movies—w-200-mim—Phil Kalker . AFW
Royal Entertainment—S-900-mim-ill-ocr—Rex Reed .. CTN
Show Biz—w-2c10"-orp—Herb Bridges ..... MGN
The Weekly Grab Bag—w-var-orp—Staff ..... CTN
The World of Stars—w-700-mim-igp—
William Otterburn-Hall ..... CHR
World of Youth—w-500/600-mim—Buddy Nevins ..... CIT
Yesterday's Stars Today—w-750-mim-orp-igp—
Nancy Anderson ..... CNS

25—MUSIC

Barney's Blarney—dS-200-mim—Barney Glazer ..... TCN
Barney Glazer In Hollywood—dS-400-mim—
Barney Glazer ..... TCN
DISCussion—w2c4"-400-man-ilm—Joe Kailff ..... AMF
Entertainment Scene—dS-400-mim—Barney Glazer ... TCN
Glazed Bits—dS-200-mim—Barney Glazer ..... TCN
Hi Fi Equipment—dS-400-mim—Barney Glazer ..... TCN
Hollywood Diary—dS-400-mim—Barney Glazer ..... TCN
Hollywood News Wire—dS-400-mim—Barney Glazer .. TCN
Hollywood Scene—5tw-750-mim-igp—John Austin .... HIS
Hollywood's Lost Generation—12 part series or ind-1500-
mim-igp—John Austin ..... HIS
I Loved It . . . I Hated It!—w-700-mim—
William Arthur ..... CIT
Inside London—w-750-mim—Susan Francis ..... HIS
Interviews With Name Entertainers—cont-var-man—
Jerry Bishop ..... BIS
Jazz Column—w-750-mim—Leonard Feather .....LTWP
Las Vegas/Reno/Tahoe—w-400-mim—Barney Glazer ... TCN
Life In Music—w-600-mim—The Dameans ..... NCF
Martin Bernheimer Column—w-800-mim—
Martin Bernheimer ..... LTWP
Movie Mailbag—dS-400-mim—Barney Glazer ..... TCN
Music Whirl—w-700-man—Buddy Basch ..... BAS
Play—— —w-2c10"-orp-mat—
Doug & Keith Gilmore ..... TEL
Record Rap (Reviews)—w-750-mim-igp—
John Austin & various ..... HIS
Record/Tape Reviews—w-400-mim—Barney Glazer ... TCN
Rhythm Mode—w-800-mim—Hollie I. West .....LTWP
Royal Entertainment—S-900-mim-ill-ocr—Rex Reed ... CTN
Teen Scene—d/w-1c4"-orn—Ben Corey ..... HAR
Televents—dS-400-mim—Barney Glazer ..... TCN
Television Scene—5tw-750-mim-igp—John Austin .... HIS
The Gilmore Bros. "Music Scene"—w-500/600-2c10"-orp-
mat*—Doug & Keith Gilmore ..... TEL
The Gilmore Bros. "Top Forty Computerized Forecast"—w-
2c8"-orp-mat*—Doug & Keith Gilmore ..... TEL
The Rhythem Section—w-600-mim-igp—
John Wasserman ..... CHR
The Rock & Roll Almanac—w-500-mim-igp—
Gary Indiana ..... MOB
Top Tape & Records—w-100-mim—Gary Indiana ... MOB
Top Ten Record & Tape Awards—an-1000-mim-igp—
Gary Indiana ..... MOB
Tune In—S-3c6"-8"-igp-ill—Bobby Ashley ..... SPS
What's New In Records—qt-250—Phil Kalker ..... AFW
World of Music—w-700-orp—Judy Hugg ..... CNS
World of Youth—w-500/600-mim—Buddy Nevins .... CIT
Wrap-Up—cont-var-man-mim—Jerry Bishop ..... BIS

26—NATURE

Animal Talk—4tm-500-igp-mim-ill—Dudley Brown ... ANI
Animail—S-500-mim-ill-orp-ocr—Cleveland Amory .... CTN
Ecology Line—sw-2c16"-min—
Ed Dunckelmann & Staff ..... INF
Good Earth Almanac—S-4 Color-pt-hps-hpt-tps (also
Black & White 5c6")-mats—Mark Gregory ..... UNP
Let's Make—S-2c5"-orp-mat—Ben Corey ..... HAR
Martin's International Newsreel—occ-var-igp—
M. W. Martin ..... MAR
Nature—w-375-orp-ill—Edward S. Thomas ..... DF
Naturebug—S-tps-hps-mat—
John Hazlett and Edward S. Thomas ..... DF
North American Woodlore—d/w-20-mat-orp-ill—
Jim Jane Way ..... SUN
Nature Column—w-600/1000-min—Irston Barnes ... LTWP
Our Environment—sw-750-min—
Stuart Udall & Jeff Stansbury ..... LAT
Our Only World—w-500-min—Roger Caras ..... RTS
Outdoor Guideposts—w-2c5"-orp—Fred Luks ..... LUK
Skies Today, The—d-37-mim—Bailey R. Frank ..... SKI
Sportsman's Digest—dexS-1c4"-mat-orp—Hal Sharp .. GFC
The Good Earth—w-900-ilm-igp-orp—Mel Ellis ..... APN
Universal Science News—8tw-6500-mim-igp—
Various contributors ..... LAT

27—PATTERNS

Austine LaMar Fashion Patterns—w-2c8"-mat-orp—
Austine LaMar ..... GFC
American Designers Patterns—w-2c7"-mat-igp—
Spadea ..... SPS
Back to Back Printed Patterns—w-2c7"-mat-igp—
Spadea ..... SPS
California Couture—m-250-mim-igp—
California Designers ..... LAT
Creative Crochet—m-125-mim-igp—Lila Schneider &
Jane Derryberry ..... LAT
Dress Doctor—Sw-300-mim-ill—Edith Head ..... LAT
Dress Patterns—w-mim—Fashionette Patterns ..... UFS
Dress Pattern Features—7tw-1c-ill-mat-orp—
Anne Adams ..... KFS
Dress Pattern Features—7tw-1c-ill-mat-orp—
Marian Martin ..... KFS
Fashionette Patterns—w-2c5"-orp-mat ..... WNS
International Designer Patterns—w-2c7"-mat-igp—
Spadea ..... SPS
Let's Sew—S-tps-hpt-ill-mat-orp ..... KFS
Lois Holmes Knitting Patterns—w-400-mim-igp—
Lois Holmes ..... LAT
Needlecraft Pattern Features—7tw-1c-ill-mat-orp—
Laura Wheeler ..... KFS
Needlecraft Pattern Features—7tw-1c-ill-mat-orp—
Alice Brooks ..... KFS
Pat's Pointers—w-500-ill-orp-ocr—Pat Trexler ..... PHS
Pattern Party—S-tps-hpt-ill-mat-orp ..... KFS
Patterns For Better Living—dS-var-igp-man—
Steve Ellingson ..... UB
Prominent Designer Pattern Features—S-2c-ill-mat-
orp—Various Designers ..... KFS
U-Bild Enterprises—dS-var-man-mim-ill—
Steve Ellingson ..... DF
U-Bild It—dS-var-igp-man—Steve Ellingson ..... UB
Your Needlework Kit—w-125-orp-mat—
Dorothy Brightbill ..... APN

27A—PETS

All About Pets—w-450-mim-ill—Eleanor Price ..... GFC
Animail—S-500-mim-ill-orp-ocr—Cleveland Amory .... CTN
Bark Back—dS-400/500-man—Dahna & Damon ..... CEN
Cats And Their Care—S-500-mim—
Henrietta Hitchcock ..... CF
Kanine Korner—w-var-mim—Francis X. Lohmann .... KAN
Pet Health—w-500-orp—Dr. Stan Jackson ..... CNS
Pets And Their People—w-900-mim—Alice Scott .... UFS
The Wonderful World of Animals—d-500 or S-800-
mim-ilm—Dr. Frank Miller, D.V.M. ..... CHR

28—PHOTOGRAPHY

Camera College—w-500-mim-ill—Irving A. Brace .... BRA
Features—w/2tw/qt-hpt/gps/var-mim—
David Benarone & Staff ..... WUP
Let's Take Pictures—w-500 (var)-ill-man—
Irving A. Brace ..... MIL
News and Views—d/w-var-man—R. I. Queen/
B. A. Queen ..... PWF
Photo Fun—w-500-orp-igp—Gilbert Hill ..... CNS

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CLASSIFICATIONS OF FEATURES

29—PUZZLES - QUIZZES

A Problem A Day—dexS-50/75-mim—R. J. Allen ... WLG
Anagrams—dexS-size varies-mim—Harriet Thompson .. UFS
Around the World Contest—60 releases-2c7"-ill ..... CF
Astro-Scram—dS-2c3½"-mat-orp—Jack Fitch ..... LED
Bauer's Puzzles—w-spr-orp-ill—Herb Bauer ..... BPS
Better English—dexS/w-100-mim-orp—
D. C. Williams ..... WLG
Birthday Calendar—cont-4c7"/1c4¼"-orp—
Gordon B. Greb & Preston Bagent ..... NMS
Birthday Quiz—dexS-200-mim—Gordon B. Greb ..... NMS
Brain Twisters—dexS/w-75/130-mim—Don Douglas .. WLG
Check Your Knowledge—dexS-125-mim—Donald Saltz . MEM
Chicago Tribune Crossword—7tw-2c-orp-mat—Staff ... CTN
Children Quizzes—w-500-orp—J. Sherrod ..... BPS
Coinword—w-100-mim-ilm—Robert Pearsall ..... GFC
Count the Change Contest—60 releases-2c7"-ill ..... CF
Crossword—w-2c6"-mat-orp—Staff ..... CSP
Crossword Puzzle—w-2c5"-orp—Suzanne Craver ..... AND
Crossword Puzzle—w-2c3"-orp—Dell ..... CNS
Crossword Puzzle—d-2c3 5/16"-mat—R. A. Power .... DWL
Crossword Puzzle No. 1—dS-orp ..... UFS
Crossword Puzzle No. 2—dS-orp ..... UFS
Crossword Puzzle with Cryptoquotes—d-2c-mat-orp—
Thomas Joseph ..... KFS
Crossword Puzzle with Cryptoquips—d-2c-mat-orp—
Eugene Sheffer ..... KFS
Crossword Puzzle—w-2c6"-mat-orp—A. C. Gordon .... WLG
Crossword Puzzles—dexS-mat-orp-igp—Nina Cooper .... APN
Current Crostic—w-orp-mat—Sylvia Levinsohn ..... NYTS
Daily Crossword—dexS-2c8"-mat-orp—
Margaret Farrar & Betty Nichols ..... GFC
Detectograms—d/w-4c5"-orp-mat—Lawrence Kirk .... KIR
Ego Quiz—w-2c8"-mat-Drs. Richard Nickeson &
Harry J. Cargas ..... UNP
Figurits—150-mim-orp—Don Douglas ..... WLG
Fortune Teller—w-2c5"-orp—A. C. Gordon ..... WLG
Fun and Games—w-spr-orp-ill—Herb Bauer ..... BPS
Fun With Figures—d/w-50-mim-orp-mat—
J. A. H. Hunter ..... SUN
Glasserfied Directory—d/w/m-ps/var-man—
Selma Glasser ..... GLA
Great Books Crossword Puzzle—S-2c-mat-orp—
Eugene Sheffer ..... KFS
In The News—w-1c-ilm—George Grunewald ..... CF
Inspector Markham—w-4c3¼"-mat—E. Leegestra .... DWL
Johnny Wonder—d-4c3½"/2c7⅛"-mat-orp; S-hps-
tps-pt-mat-orp—Dick Rogers ..... NEA
Jumble—7tw-2c-orp-mat—Henri Arnold &
Bob Lee ..... CTN
Junior Jumble—S-3c-orp-mat—Bob Lee &
Henri Arnold ..... CTN
Junior Whirl—S-tps-hpt-color-ill-mat-orp—
Hal Kaufman ..... KFS
Know Your State Contest—60 Releases-2c10"-ill .... SF
Little People's Puzzle—dS-orp—Leo White ..... UFS
Look and Learn—dexS/w-125/200-mim-orp—
A. C. Gordon ..... WLG
Magic Spell—6tw-2c-ill-mat-orp—Hal Kaufman ..... KFS
Memory Quiz—dexS-100-mim—Donald Saltz ..... MEM
Merry Mixup—dexS-1c2"/2c1"-mat-orp—
Barbara Jones ..... AF
Minit Doodle—dexS-1c2¾"-mat-orp—Louis Magila ... AF
New York News Crossword—6tw-2c-orp-mat—Staff ... CTN
New York Times Crossword—d-orp-mat ..... NYTS
Nothing But The Facts—dS-500-mim—Nancy Lane ... WOR
Play—w-2c10"-orp-mat—
Doug & Keith Gilmore ..... TEL

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mat-orp—Jo Paquin ..... KFS
Prizeweek—w-2c3 5/16-mat—B. B. Considine ..... DWL
Prizeweek Puzzle—w-mat-orp ..... UFS
Prizewords—w-2c-100-ilm-ill—Staff ..... EFS
Puzzle Face—w-2c4"-mat-orp-ill—Len Rush ..... MOR
Quiz Hall—dexS-2c6"-mim—Wilton E. Hall ..... HPS
Quote-Acrostic—w-3c10"-mat-orp—Charles Preston ... LAT
Ring It Rich—d/w/3tw-3c12"-orp ..... SF
Scramble Steps—w-2c77 lines-orp—C. J. B. Jr. ..... BAS
Scramlets—dS-2c4½"-orp-mat—Clay Pollan ..... MCN
Solve-A-Crime—w-350-mim-orp—A. C. Gordon ..... WLG
***Spanish Crossword Puzzle**—6tw-2c-mat-orp—
Jonny Ramos Rodriquez ..... KFS
***Spanish Crossword Puzzle**—6tw-2c-mat-orp—
Homero Alfaro ..... KFS
Sporteaser—dexS-1c4"-orp-mat—Eddie Germano ..... CF
Sportquiz—w-2c6"-mat-orp—Judd Allen ..... TSS
Sportsword Puzzle—w/m-2c16"-orp-mat—
Frank Dillon ..... NPF
Sports Quiz—w-2c8"-orp-mat—Lloyd Birmingham .... NPF
Sports Puzzle—6tw-2c-orp-mat—Bob Bowie ..... CTN
StarGazer—dS-2c4½"-orp-mat—Clay Pollan ..... MCN
Sunday Crossword Puzzle—S-3c10"-mat-orp—
Margaret Farrar & Betty Nichols ..... GFC
Test Your Horse Sense—7tw-200-orp—
Dr. George W. Crane ..... CTN
Test Your Vocabulary—dS-size varies-mim ..... UFS
Test Yourself—w/d-500-orp-ill—Jane S. Singer .... BPS
The Daily Crossword—d-2c-orp-mat—Edited by
William Gant ..... CTN
The Scrambler—dexS-2c3"-orp—Clarice Anders ..... AR
The Sunday Crossword—S-3c-orp-mat—
William Gant ..... CTN
The Word's The Thing—w-300-mim—Ray Bartells ... OHF
Treas-O-Gram—w-100-mim-ill—Robert B. Pearsall ... GFC
Trivia Test—d-20-30-mim—Edmund M. Midura ..... MID
TV Star Screen Puzzle—w-orp—Al Kilgore &
Marty Linehan ..... UFS
Two Minute Mystery—Back issues only (set of
24-300 words each)-mim—Donald J. Sobol .. .. TM
U.S. Wide Quiz—S-500-mim—Dan Williams ..... CF
Vision Contest—60 Releases-2c7"-ill ..... SF
Weekly Crossword—w-2c6¾"-orp—W. Walker ..... MGN
Where in the World?—d-150-mim-ill ..... UFS
Who Am I?—5tw-150-mim—Clarice Anders ..... AR
Wonderword—S-hpt-mat—Jo Ouellet ..... CWF
Word Game—dS-size varies-mim ..... UFS

30—RADIO AND TELEVISION

A Closer Look—5tw-600-mim—Ernie Kreiling .. .. ACL
A Visit With The Stars—m-var. mim. igp—Gary
Wagner ..... WIP
Assignment: Television w-600-mim Terrence O'Flaherty CHR
Barney Glazer In Hollywood—d-S-400-mim—
Barney Glazer ..... TCN
Barney's Blarney—dS-200-mim—Barney Glazer ..... TCN
Beauty Tips From Hollywood—w-750-orp—Various
Personalities ..... BPS
Better Grooming—w-500-orp—Various Hollywood Stars BPS
Cecil Smith Column—tw-400-mim—Cecil Smith ..... LAT
Celebrity Cookbook—w-800-mim-igp-orp-oer- Johna
Blinn ..... CTN
Celebrity Interviews—occ-500/700-man-mim-igp-
Sandy Raines ..... RA
Crosby, Joan—TV Scout ..... NEA
Cousin Tommie's Country Criticism—w-500-2c8" mat-orp-ill
Tommy Lloyd ..... MOR
Entertainment Scene—dS-400-mim—Barney Glazer ... TCN
Everyone in the Church—w-5c12 5/16"/4c9¾"/3c7⅝"-
orp-mat-Staff ..... COL
Glazed Bits—dS—200-mim—Barney Glazer ..... TCN
Global TV—w-500/700-mam-mim-igp—Sandy Raines . RA
Hi Fi Equipment—dS-400-mim—Barney Glazer ..... TCN
Hollywood Diary—dS-400-mim—Barney Glazer ..... TCN
Hollywood Personalities—w-750-ill-various authors .... OPS
Hollywood's Lost Generation—12 pt. series-1500 each-mim-
John Austin ..... HIS
Hollywood Newswire—dS-400-mim—Barney Glazer .... TCN
Hollywood Scene—5tw-750-mim-igp—John Austin .... HIS
Hollywood Star Interviews—w-750-orp—J. Finletter .. BPS
Hollywood's Unsolved Mysteries—15 pt. Series-1500 each-
mim—John Austin ..... HIS
I Loved It . . . I Hated It!—w-700-mim
William Arthur ..... CIT
Inside Daytime TV—w-750-mim-orp-igp—John Austin . HIS
Interviews With Name Entertainers—cont-var-man—
Jerry Bishop ..... BIS
Joyce Haber Column—5tw-600-mim—Joyce Haber .... LAT
Las Vegas/Reno/Tahoe—w-400-mim—Barney Glazer .. TCN
Laurence Laurent Column—w-550-mim—
Laurence Laurent ..... LTWP
Limelight—w-350/500-orp—Jerry Sheeder ..... NLI
Main Street—d/w-var (twx or mail)-man—Ted Green PWF
Marvin Kitman Column—sw-650-mim—Marvin Kitman . LAT
Movie Mailbag—dS-400-mim—Barney Glazer ..... TCN
More of Hollywood's Unsolved Mysteries—15 part series or
ind-1500-mim-igp—John Austin ..... HIS
My Answer—d-400-orp—Billy Graham ..... CTN

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Pike's Personalities—occ-500/700-man-mim-igp—
Charles E. Pike ..... RA
Pye's Pieces—S-500-mim-tape—Eunice Pye ..... WOR
Record/Tape Review—w-400-mim—Barney Glazer .... TCN
Russell Says—occ-500/700-man-mim-igp
John L. Russell, Jr. ..... RA
Scan Features—occ-500/700-man-mim-igp—Rex Roper .. RA
Show Biz—w-2c5"-mat-orp—Flash ..... NEA
Shows to Watch (TV)—dS-300-mim—Cecil Smith ... LAT
Televents—dS-400-mim—Barney Glazer ..... TCN
Television Scene—5tw-750-mim-igp—John Austin .... HIS
Television in Review—5tw-450-wire—Rick DuBrow .. UPI
The Weekly Grab Bag—w-var-orp—Staff ..... CTN
Top View—2tw-600-orp—Clarke Williamson ..... UFS
TV Answer Man—dexS-400-mim—Richard K. Shull .. UFS
TV from a Woman's Viewpoint—w-2c6"-man—
Marcia Michels ..... AMF
TV Key Features, Mailbag, Previews—d-ill-mim—
Stephen H. Scheuer & Staff ..... KFS
TV Movie Guide—w-pt-man—Frances M. Knox ..... DIC
TV Preview—dS-pt-man—Frances M. Knox ..... DIC
TV Profile—w-500-orp—Vernon Scott ..... UPI
TV Schedule—w-size varies-wire—Staff ..... UPI
TV Time Previews—dS-600-mim—Dan Lewis .. .. UFS
TV Time Service—w-600-mim—
Dan Lewis & Richard K. Shull ..... UFS
Video Vignettes—w-2c5"-man-mim—
Marcia Michels ..... AMF
View—dS-pt-man—Frances M. Knox ..... DIC
Wrap-Up—cont-var-man-min—Jerry Bishop ..... BIS
With Dan Lewis—tw-600-mim—Dan Lewis ..... NANA

31—RELIGION

Altar Stairs—dS-150/2c4"-mim—Dr. E. Duane Hulse HPS
American News Report—w-800-mim—Ben Gallob .... . JTA
Baptist Press—5tw-var-mim—various authors ..... BAP
Baptist Press Features—occ-500/1000-mim—
various authors ..... BAP
Between You & Me—w-1000-mim—Boris Smolar .... JTA
Bible Quiz—w-2c4½"-orp—W. Walker ..... MGN
Bible Stories in Color—S-hp-mat—Staff .... SPS
Bible Today—w-2c4"-mat-orp-ill—M. Roget ..... MOR
Bishop Sheen Writes—w-800-mim
Bishop Fulton J. Sheen ..... WSS
Bread of Life—d-100-mim— Rev. A. Purnell Bailey .. GFC
Candle and Mirror—d-50-mim—Fred Dodge ..... MM
Church Chuckles—w-2c4½"-orp-mat—
Chas. Cartwright ..... CAR-SM
Church Humor—S-1c/2c-orp-mat—Leo Canavan ..... CTN
Church Page Service—w-4c8½"-orp—G. Wood ..... MGN
Confident Living—w-650-orp-ocr—
Dr. Norman Vincent Peale ..... PHS
Cooking Column—w-300-mim—Ruth Sirkis ..... JTA
Country Parson, The—dexS-1c4"-mat-orp—
Frank A. Clark ..... RTS
Daily News Reports—5tw-15,000-mim—Staff ..... RNS
Days and Customs of All Faiths—w-350-mim—
Dr. Howard V. Harper ..... GFC
Editorial—w-300-mim ..... SAF
Editorial Research Reports—w/5tw-500-orp-ill—Staff .. CQ
Foreign News Letter—w-800-mim—
Misc. Correspondents ..... JTA
Illustrated Bible Lesson—w-5c-ill-mat-orp—
Alfred Buescher ..... KFS
Inside Religion—w-600/750-mim—
Rev. Lester Kinsolving ..... NNS
Keister "Support The Church" series—w-5c13"/4c10½
3c5½"-mat-orp ..... KEA
Know Your Faith—w(5 articles-650 each)-mim—
Selected Authors ..... NCF
Let's Talk—w-500-orp—Rev. Lee Truman..... CNS
Living Scriptures—w-2c/3c-orp-mat—Jack Hamm .... SM
Memo To Caesar—dexS-sea-1c8"-mim—
D. K. Woodman ..... HPS
Of God & Man—2tw-500-wire—Louis Cassels ..... UPI
Our Religions—w-300-mim—Dr. Carlyle Adams ..... RTS
Panorama—w-500-mim—David Schwartz ..... JTA
Philip's Flock—w-4c2"-mat-orp— Doc Goodwin ..... DF
Photo News Features—d/w-igp—Dave Sommer, Ed .. RNS
Power of Faith—w-250-mat-orp— Woodi Ishmael .... APN
Pungent Prayer—w-2c6½"-orp—Rev. Phil E. Pierce .. PUN
Religion—w-350/500-orp—Paul A. Kruger ..... NLI
Religion: 1972—w-750-mim-orp—Claire Cox ..... CNS
Religion and the Times—w-600-mim—
Jesse H. Merrell ..... MER
Religion in Review—w-2000-mim—Staff .... RNS
Religion Is Now—w-2c5½"-igp-mat-orp—
Mike Bennett ..... CSP
Religious Drawings—w-2c4"-3c6"-mat-orp—
Jack Hamm ..... REL
Religious Meditations—w-350/500-man—
John M. Schofield ..... MLD
Religious News Reporter—w-2500-mim-igp—Staff .... RNS
Religious Series Features—cont-var-man—
T. Jerome Bishop ..... BIS
Royal Entertainment—S-900-mim-ill-ocr—
Rex Reed ..... CTN
Segal Column, Robert E.—w-600-mim—
Robert E. Segal ..... SAF
Silver Lining—w-400-mim—Rabbi Samuel Silver .... SAF
60 Second Sermons—5tw-200-mim—Marvin Fodge .... MM
Strength For The Day—dexS-200-mim—
Dr. Earl Douglass ..... CF
Sunday School Lesson—S-800-mim— Earl L. Douglass CF
Test Yourself—w/d-500-orp-igp—James S. Singer .. BPS
The Bible Speaks—w-2c4"-mat-orp-ill—
Rev. L. W. Althouse ..... CSP
The Moral Angle—w-700-mim-orp—Father Lester ... CNS
The Shepherd—d-100-mim—Julien C. Hyer .... CF
Three Minutes A Day—7tw-200-orp—
Richard Armstrong ..... MCN
TV Tinder Box—5tw-500-mim—
Buck Biggers & Chet Stover .... CTN
Washington Religious News—sm-var-orp—
Robert Tate Allen ..... WRN
Week in Relinion—w-900/1000-mim—Staff .... RNS
Weekly Meditation—w-150/200-mim—Colin Douglas . WLG
Year in Relinion—an-3000-mim-igp—Staff ..... RNS
Your Life and Mine—dexS-300-mim—Phyllis Mitchell MIT

32—RESEARCH—POLLS—SURVEYS

Campus Opinion—w-400-mim—Daniel Beggs & Henry Copeland ..... NNS
City Editor's Tip Service—w-1000-mim—John Clift .. GFC
College Poll—w-800-mim-ill—Various Authors ..... GRN
Congressional Quarterly Service—w/2tw-500/1200-orp-ill—Staff ..... CQ
East-West Trade—m-500-orp—Various ..... FNS
Economic Groupings—m-300/750-orp—Various .... FNS
Editorial Research Article Service—w-1000-orp—Staff EDR
Editorial Research Daily Service—d-550/600-orp—Staff ..... EDR
Editorial Research Reminder Service—w-800-orp—Staff EDR
Editorial Research Reports News Brief—w-700/800-orp—Staff ..... EDR
Editorial Research Reports—w/3tw-500-orp-ill—Staff . CQ
Editorial Research Reports News Futures—w-800-orp—Staff ..... EDR
Gallup Poll Public Opinion News Service—2tw-var-man—Dr. George Gallup ..... PHS
If Your Name Is—w-470-mim—Ann Reynolds, Ph.D. . RFS
Intelligram—fn-2500-mim—Staff ..... WWI
Play ———w-2c10"-orp-mat—Doug & Keith Gilmore TEL
Teen Agers Say—w-1000-mim—Lester Rand ..... YR
The Gillmore Bros.—"Top-Forty Computerized Forecast"—w-2c8"-orp-mat—Doug & Keith Gilmore ..... TEL
The Harris Survey—2tw-750-mim—Louis Harris ..... CTN
The Phillips Survey—m-mim-orp-ill—Kevin P. Phillips KFS
The Youthful Viewpoint—w-1000-mim—Lester Rand. YR
Universal Science News—8tw-6500-mim-igp—various contributors ..... LAT
Who's Who Today—cont-900-mim—Gordon B. Greb .. NMS
Your Heroscope—w-500-mim—Gordon B. Greb & Darlene A. Greb .... NMS

32-A—RETIREMENT

Growing Old Rebelliously—2tw-500-mim-orp—Phil Kelly ..... NPF
Life Begins At 40—dexSat-500-orp—Robert Peterson . MCN
Retirement Report—w-750-mim—Theodor Schuchat .. UFS
Retirement Report—w-700-mim—Theodor Schuchat .NANA
Senior Citizen's News Review—m-1000-mim-igp—Ed Nassauer ..... ICS
Senior Forum—5tw-300-mim—Paul Hightower ..... GFC
The Generation Gap—3tw-1c-mim-orp—Helen & Sue Bottel ..... KFS
What About Retirement—w-700-orp—Frank Corrick .. CNS

33—SCIENCE

Aero/Space Age Review—w-1200-mim-ill-igp—Lt. Col. John L. Scherer, Ret. U.S.A.F.R. ..... SCH
Americana—w-700-mim—Sam Stewart ..... CNS
Ask Andy—dexS-750-mim—Ellen Walpole ..... CHR
Character Clues—d-1c3"-mat-orp—Galen Scott ..... LED
David H. Zinman Column—w-750-mim—David H. Zinman .....LTWP
Dr. Leonard Reiffel Column—tw-350-mim-igp—Dr. Leonard Reiffel ..... LAT
Ecology Line—sw-2c16"-mim—Ed Dunkelmann & Staff INF
E.S.P. Plus—w-500/600-mim—Morton Brotman ..... CIT
Fact-O-Rama—w-600-mim—M. W. Martin .... MAR
Features—w/2tw/qt-hpt/qps/var-mim—David Benarone & Staff ..... WUP
Food Facts—w-2c/3c-ill-orp—Staff ..... LUI
Frontiers of Science—5tw-4c2½"-5c3"-ill-mat—Andrea Bresciani, Robert Raymond & Stuart Butler, Ph.D. .. .. LAT
Hi-Fi Equipment—dS-400-mim—Barney Glazer ..... TCN
How It's Made and Functions—w-2c/3c-ill-orp—Staff ..... LUI
How We Test, Measure, Control—w-2c/3c-ill-orp Staff ..... LUI
Human Side of Science—w-2c/3c-ill-orp—Staff ..... LUI
Insight—S-700-mim—John Wykert .....NANA
Let's Make—w-2c5"-orp-mat—Ben Corey ..... HAR
Martin's International Newsreel—occ-var-igp—M. W. Martin ..... MAR
Medicalia—cont-600-mim-igp—M. W. Martin ..... MAR
Medifax and Fiction—w-2c/3c-ill-orp—Staff ..... LUI
New!—d-1c4¼"-mat—Gene Fawcette ..... CWF
News and Views—d/w-var-man—R. I. Queen/B. A. Queen ..... PWF
Science—m-var-igp—Mary J. Bergen ..... EPS
Science Today—w-500/550-orp—Dr. Wendell A. Mordy. SCI
Science Today—5tw-450/500-wire—Staff ..... UPI
Scientific News—cont-var-man-twx-tape-mail—Staff ... PWF
Shaping The Earth—w-3c3¾"-mat—Dr. A. A. Manten ..... DWL
Skies Today, The—d-37-mim—Bailey E. Frank ..... SKI
Space Age Report—w-750-mim-orp—Frank Macomber ..... CNS
Stars Above—w-200-mim-ill—Sherman Walker ..... LAT
Technifax Illustrated—w-2c/3c-ill-orp—Staff ..... LUI
Test Your ESP With Olof Johnson—w/m/sm-1c5"/2c2½"-orp—John Prinkey ..... OTH
The Search For Mental Health—w/m/sm-500 var-orp—Forest Hospital ..... OTH
The Strange World Of Brad Steiger—w/m/sm-500 var-orp-ill—Brad Steiger ..... OTH
Unexplained, The—w-600-mim—Allen Spraggett ..... SUN
Universal Science News—8tw-6500-mim-igp—various contributors ..... LAT
***Why You Behave That Way**—w-500/600-mim-tape—Dr. Salvatore V. Didato ..... DID
Wonders of Nature—w-3c3¾"-mat—Dr. A. A. Manten ..... DWL

34—SERIALS

Books-into-serials—occ-bl-man-mim—various authors ..... CHA
Courage & Hesitation—cont-14,000-mim-igp—Allen Drury ..... DDS
Christmas Features—d/w-750-orp-ill—various authors .. OPS
Exploring Hip Culture—w-700-mim—Jerry Kvasnicka ..... CIT
Hollywood's Lost Generation—15 part series or ind-1500-mim—John Austin ..... HIS
Hollywood's Unsolved Mysteries—15 part series or ind-1500-mim—John Austin ..... HIS
More of Hollywood's Unsolved Mysteries—15 part series or ind-1500-mim—John Austin .... HIS
Power to the Parents—cont-14,000-mim—Joseph & Lois Bird ..... DDS
Serialized Books—sea-var-500/1500-man-mim-igp—Staff ..... ZUB
Sex Is Big Business—15 part series or ind-1500-mim—John Austin ..... HIS
Star Mates & Friends—12 parts-725 each-mim—Cullen Moore ..... CMS
Star Partners—78 parts-560 each-mim—Cullen Moore ..... CMS
The Truth About Men—cont-12 parts-900 each-mim—Cullen Moore ..... CMS

35—SHORT STORIES

Christmas Features—d/w-750-orp-ill—various authors ..... OPS
Condensations of Books—sea-var-1200/1500-man-mim-igp—Staff ..... ZUB
Dr. A's Bedtime Stories—w-600-ill-mim-igp—Dr. A. ..... AVS
Eyes On Tomorrow—dS-500-mim-tape—Phillippa Ruth ..... WOR
Famous Short Stories—w-750-orp—various authors ... BPS
Good News—w-600-mim-orp—Frank McComber ..... CNS
Historical Fillers—w-700-mim—Staff ..... CNS
Mad Moments In Americana—w/m/sm-500 var-orp—Tom Kuncel ..... OTH
Timeless Fillers—w-600-mim—Staff ..... CNS
True Crimes and Mystery Series—w-var-mim-ill—William T. Brannon ..... KFS
Two Minute Mystery—Back issues only (set of 24-300 words each)-mim—Donald J. Sobol ..... TM
Unexplained, The—w-600-mim—Allen Spraggett ..... SUN
Western Stories—w-750-orp—Zane Grey ..... BPS

36—SPECIAL PAGES

A Visit With The Stars—m-var-mim-igp—Gary Wagner ..... WIP
Best In Pictures—w-igp—Staff ..... CTN
Celebrity Cookbook—w-800-mim-igp-orp-ocr—Johna Blinn ..... CTN
Christmas Pages—sea-ps-pt-mat-ill-orp ..... KFS
Christmas Strip—sea-mat-orp ..... NEA
Cook's Corner—w-ps-hps-orp-ill—Lillian Hergesell .... DF
Frankly Speaking—m-var-mim-igp—Garry Wagner .... WIP
Foodmanship—w-1500-m-n—D. V. Thompson ..... THO
From Bill Stahl's Camera—w-igp—Bill Stahl ..... PIC
Gabriel Graphics Tabloid Pages—m/sea-pt-orp-mat—Staff ..... GNB
Jeane Dixon Predictions—san-2000-mim—Jeane Dixon ..... CTN
Justice Stories—S-1500-orp—Staff ..... CTN
Leisure Time—S-250-mim-igp—Mildred Gibson ..... NNS
Monthly Mention—m-300-mim—Eff Thomas ..... MM
Magazine Exclusives—sm-2000-orp—Staff & Name Writers ..... CTN
NANA Photo Service—w-350 ..... UFS
News-in-Color—var-occ-mat-orp ..... NEA
Newspictures—cont-var-igp-ill—Staff ..... NFI
Picture Pages—w-var-ill-igp—Staff ..... BLP
Patterns For Better Living—dS-var-igp-man—Steve Ellingson ..... UB
People, Places and Products—m-4 pgs. tab-orp-mat—Hill & Knowlton ..... GNB
Pictorial Pages—3tw-ps-pt-mat-orp—Staff ..... KFS
Picture Show—w-ps-mat-orp-igp—Staff ..... APN
Revolutionary Times-U.S. History—S-16 pt-mat-igp-preprints—Staff ..... SPS
Ripley's Believe It Or Not—d-2c-3c; S-hps-tps-mat-orp ..... KFS
Saturday Review Book Service for Newspapers—w-ps-mim-igp-mat—John Barkham ..... SAT
Sparks of Wisdom—dexS/w-60/75-mim—Cedric Simms ..... WLG
Suburban News of New York and Long Island—w-var-igp-ill—Staff ..... NFI
Time-Life-The Universe—S-hp-mat—Staff ..... SPS
Timely Books—m-10,000-mim-ocr—Top Authors ..... CTN
U-Bild Enterprises—S-var-man-mim-ill—Steve Ellingson ..... DF
U-Bild It—dS-var-igp-man—Steve Ellingson ..... UB
Unexplained, The—w-600-mim—Allen Spragett ..... SUN
Youth Page—w-600-igp-ilm-orp—Nancy Gilbert ..... APN

37—SPORTS—OUTDOORS—BOATING

A Child Learns To Swim—sea-2c6"-mat-orp—Staff ... TSS
All About Horses—w-500-mim-ill—John H. Shropshire ..... SHR
All In The Game—w-850-orp-ocr—Bill Veeck ..... PHS
All Sports Calendar—w/m-pt/5c14"-orp—Staff ..... NPF
Ask Me—dwS-100-mim—Louis Berliner ..... DF
Basketball Prophecy—sea-2c8"-orp—Mort Olshan .... MOS
Basketball Series—sea-ilm ..... NEA
Better Fishing—S-750-mim—W. F. Stevens ..... AMS
Better Tennis—3tw-2c5"-mat—Stan Smith .....WSS
Billy Casper Says—sw-2c-150 words-mat-orp—Billy Casper ..... NNS
Boating—w-sea-2c8"-mat—Stan Davies ..... TSS
Boating—w-1c/600 words-mim-mat-orp—Stan Davies ..... NNS
Bobby Orr's Hockey Tips—w-250-mat-igp-orp—Bobby Orr ..... SUN
Bottom Ten—w/sea-500-mim—Steve Harvey ..... UNP
Bowling At Its Best—w-2c4"-mat-orp—Dick Weber .. GFC
Bowling Tips—d-1c/200 words-mim-mat-orp—Don Carter & Marion Ladewig ..... NNS
Champion Athlete—dS-250/300-man—George B. Dintiman & John Unitas ..... CEN

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College Basketball Index—15 wks/sea-orp—Dick Dunkel, Jr. ..... UFS
College Football Index—13 wks/sea-orp—Dick Dunkel, Jr. ..... UFS
Dunkel College Basketball Index—d/w-var-orp-mat—Dick Dunkel ..... DSR
Dunkel College Football Index—w (wed)-3c12"-orp-mat—Dick Dunkel ..... DSR
Durslag Sports Column—5tw-1c-mim-orp—Melvin Durslag ..... KFS
Encyclopedia of Sports—w-750-orp—Bill Burton ..... BPS
Gary Player's Golf Class—3tw-4c-5c-mat-orp—Gary Player ..... KFS
General Sports Fillers—w-1c-orp—Staff ..... STF
Golf Hints & Highlights—S-2c-450 words-mim-mat-orp—Billy Casper ..... NNS
Good Curling—w-sea-250-ilm-mim—Neil MacCarl ..... TSS
Gross On Sports—5tw-750-mim—Milton Gross .....NANA
Gross On Sports—5tw-1000-mim—Milton Gross ..... UFS
Handi-Grid Ratings—sea-2c8"—Mort Olshan ..... MOS
Hockey For Minors—sea-2c6"-orp-mat—Staff ..... TSS
Hoop Ratings—sea-2c8"-orp—Mort Olshan ..... MOS
Hot Stove League—w-350/500-orp—Bud Kruse ..... NLI
How To Take The Fun Out Of Golf—w-3c5"—Dick Harris ..... HAA
In A Ringside Seat—w-550/700-mim—Sam Taub ..... NEW
In Sports—w-250—Phil Kalker ..... AEW
Inside Auto Racing—3tw-600-mim—Don O'Reilly ..... AU
Intelligram—fn-2500-mim—Staff ..... WWI
Jack Nicklaus on Golf—3tw-2c-mat—Jack Nicklaus .. PHS
Jerry Izenberg on Sports—5tw-850-orp-ocr—Jerry Izenberg ..... PHS
Jews In Sports—fn-500-mim—Haskel Cohen ..... JTA
Jim Proudfoot—3tw-500-mim—Jim Proudfoot ..... TSS
Jimmy the Greek—2tw-450-orp-ocr—Jimmy Snyder ... PHS
Knudson's Golf—w-200-mat-orp-lgp—George Knudson ..... SUN
Little Sport—dexS-4c1¼"-mat-orp—John Rouson ..... GFC
Mark Trail's Outdoor Tips—dexS-1c-mat—Ed Dodd ..... PHS
Milt Dunnell—3tw-500-mim—Milt Dunnell ..... TSS
Motor Racing—w-2c10"-mim—Ed Dunckelmann & Staff ..... INF
Ms. Golf—w-800-var-mim—Maggie Hathaway ..... WOR
Newsco Specials—w-600-orp-ill—various ..... NPF
Olderman on Sports—w-700-orp-man-ill—Murray Olderman ..... NEA
North American Woodlore—d/w-20-mat-orp-ill—Jim Janeway ..... SUN
Murray Sports Column—5tw-350-mim—Jim Murray ... LAT
Outdoor Guideposts—w-2c5"-orp—Fred Luks ..... LUK
Palmer Method—4tw-2c-150 words-mat-orp—Arnold Palmer ..... NNS
Patterns For Better Living—dS-var-lgp-man—Steve Ellingson ..... UB
Pigskin Prophecy—sea-2c8"-orp—Mort Olshan 37
Portrait Of An Athlete—qt-250/300-mim—Phil Kalker ..... AEW
Power and Sail—w-600-mim-ill—Almon Lockabey ..... GFC
Pro Pix—sea-2c4"-orp—Mort Olshan ..... MOS
Punch Imlach—w-500-mim—Punch Imlach ..... SUN
Racing Form Selections—var-1000-wire—Racing Form Staff ..... CTN
Reviewing The New Sport Books—m-250/300—Phil Kalker ..... AEW
Ski Class—3tw-3c-4c-ill-mat-orp—Billy Kidd ..... KFS
Ski Savvy—w/sea-2c/150 words-mim-ill-mat-orp—Stein Erikson ..... NNS
Skiing—w-200-mat-lgp-orp—Al Raine ..... SUN
Skiing With Jean-Claude Killy—w/sea-1c-2c/400 words-mim-ill-mat-orp—Jean-Claude Killy ..... NNS
Snowmobiling—w-sea-2c10"-mat—Stan Davies ..... TSS
Snowmobiling—w/sea-1c-2c/500 words-mim-ill-mat-orp—Stan Davies ..... NNS
Soccer Shots—w-350-man—Irma Ganz Miller ..... SA
Solunar Tables—w-50-mim—Jacqueline Knight ..... RTS
Speaking Of Sports—w-600-orp—Staff ..... CNS
Sport Features—cont-var-lgp-ill—Staff ..... NFI
Sport & Recreation—ocr-250-man—Irma Ganz Miller ..... SA
Sport Scene—com-500-man—Lee James ..... JL
Sportquiz—w-2c6"-mat-orp—Judd Allen ..... TSS
Sports Cartoons—5tw-2c-mat-orp—Alan Maver ..... KFS
Sports Corner—w-2c6½"-ill-mat-orp—Staff ..... CSP
Sports Orbit—m-16pt-orp—Staff ..... NPF
Sports Parade—5tw-450-wire—Milton Richman ..... UPI
Sports Patrol—w-2tw-500-wire—Steve Snider ..... UPI
Sports . . . Postnaid—m-250-man—Irma Ganz Miller .. SA
Sports Puzzle—6tw-2c-orp-mat—Bob Bowie ..... CTN
Sports Quiz—w-2c18"-orp-mat—Lloyd Birmingham ... NPF
Sports Today—3tw-600—Craig Stolz & Buddy Martin ..... GNS
Sports Today—5tw-1c-mim-orp—Jimmy Cannon ..... KFS
Sports Unlimited—w-700-mim-orp—Paul Corcoran ... CNS
Sportsman's Digest—dexS-1c4"-mat-orp—Hal Sharp ..... GFC
Sportsword Puzzle—w/m-2c16"-orp-mat—Frank Dillon ..... NPF
Stern Views—w-600-mim-orp—Andy Stern ..... NPF
Tenpin Tips—dexS-1c5"-mat-orp—Frank Claus ..... GFC
This Is Sport—w-1c/2c-orp-mat ..... SM
This Morning—tw-600-mim—Shirley Povich .....LTWP
Tips From The Tour—S-2c/500 words-mim-orp-ilm—Arnold Palmer .....NNS
Trevino Golf—w-150-mim-ill-mat-orn—Lee Trevino ... RTS
U-Bild—w-300-mim-ill-lgp—Steve Ellingson ..... MS
U-Bild It—dS-var-lgp-man—Steve Ellingson ..... UB
Understanding Hockey—w/sea-2c/3½"-100 words-mat-orp ..... NNS
Understanding Hockey—sea-500-mim-ilm—Staff ..... TSS
Wheels!—w-600-mim-orp—Jeff Scott ..... NPF
Winning Tennis—w/sea-2c-3c/150 words-mat-orp ... NNS
Woody's World—d-2c3½"-mat-orp—John Holm ..... NNS
Young Ideas—5tw-700-orp—Dick Young ..... CTN
Your Family Pet—w-650-mim—Maxwell Riddle ..... LED
Zane Grey Novels—d/w-hps-pt-1500-orp—Zane Grey . BPS

38—STAMPS, COINS, MEDALS

Adventure . . . Postpaid—m-250-man—Jeff Lee ..... SA
Coin Collector's Corner—w-1c-ill-mat-orp—Robert Svensson ..... KFS
Coin Counting—w-500-mim-lgp—Barbara Lyon ..... NUM
Coin Notes—w-300-mim—Ronald Anders ..... AR
Coin Roundup—w-500-mim-ill—Maurice M. Gould .. GFC
Coin-Stamp-Medal World—ind-300/600-mim-man—F. G. Spadone ..... COI
Coin-Wise—w-500-mim-lgp—Leon Lindheim ..... NNS
Coins Count—w-500-orp—Paul J. Weis ..... CNS
International Adventure (Numismatic)—w-500-ill-mim—Julius Weiss ..... WEI
International Adventure (Philatelic)—w-500-ill-mim ..... WEI
Keeping Posted—w-500-orp—Paul J. Weis ..... CNS
Philatelic News—w-500-8½x11-orp-ill—Gustav Detjen, Jr. ..... DET
Sports . . . Postpaid—m-250-man—Irma Ganz Miller .. JL
Stamp Nook—w-600-mim—Ronald Anders ..... AR
Stamps Are Fun—w-500/700-mim—Edmund M. Midura ..... MID
The Stamp Collector—wS-500/750-mim-lgp—Lauren R. Januz ..... JAN
The Stamp Den—S-500-mim—W. F. Stevens ..... AMS
The Stamp World—Lauren R. Januz writing as Walter F. Stevens ..... STN
The World of Coins—w-500-mim-lgp—Barbara Lyon .. NUM
Wonderful World of Stamps, The—m-500/750-8½x11-orp-ill—Gustav Detjen, Jr. ..... DET

38A—TEENAGE

Ask Beth—3tw-350-min—Beth Winship ..... LAT
Bauer's Puzzles—w-spv-orp-ill—Herb Bauer ..... BPS
Bee Smart—w/m/sm-sph-orp-ill—John Prinkey ..... OTH
Career Corner—3tw-600-orp—Joyce Lain Kennedy .. MCN
Center Stage—w-400-mim—Joseph Thesken ..... CNS
Date-Line—dexS-600-mim—Ele & Walt ..... UFS
Exploring Hip Culture—w-700-mim—Jerry Kvasnicka .. CIT
Eyes On Tomorrow—dS-500-mim-tape—Phillipna Ruth ..... WOR
For & About Teenagers—w-2cvar-mat-orp—Dennis Rydberg ..... CSP
Fun and Games—w-spv-orp-ill—Herb Bauer ..... BPS
George's Generation Gap—w-500-2c8"-mat-orp-ill—George Ernst ..... MOR
Interviews With Name Entertainers—cont-var-man—Jerry Bishop ..... BIS
Let's Make—w-2c5"-orp-mat—Ben Corey ..... HAR
People and Problems—cont-500-man—Martin J. Ross ..... LAW
Personal Tips to Teen Agers—w-500-mim—Dorothy Ricker ..... RTS
Point of Youth—w-500/750-mim-lgp—Elizabeth Weiner ..... YES
Potpourri—w-350/500-mim-lgp—Staff ..... YES
Q & A About Sex For Teen-Agers—w-500-mim—Jean Martin ..... ECS
Sally Bananas—d-4c2"-mat-orp; S-hps-tps-pt-hpt (4 colors)-mat-orp—Charles Barsotti ..... LAT
Strictly Personal—w-500-orp—Pat & Marylin Davis .. CNS
Susie Mac—5tw-800-mim—Susan MacDougal ..... UFS
Teen-age Mail—tw-750-mim—Dorothy Ricker ..... RTS
Teen Forum—6tw-400-mim—Jean Adams ..... UFS
Teen Scene—d/w-1c4"-orp—Ben Corey ..... HAR
Teenage Corner—5tw-450-mim—Ellie and David ..... TEE
Teenage Driving Tips—w-500-orp—Jane Sherrod ..... BPS
Teenagers Say—w-1000-mim—Lester Rand ..... YR
The Column—3tw-600-orp—Ellen Peck ..... CTN
The Generation Gap—3tw-1c-mim-orp—Helen & Sue Bottel ..... KFS
The Youthful Viewpoint—w-1000-mim—Lester Rand ... YR
Time-Life-The Universe—S-hn-mat—Staff ..... SPS
Today's Teens—w-300-mim—Lester Rand ..... YR
Under Twenty—5tw-5 cols-mim-lgp—Kurt Lassen, Ed. ..... CF
World Of Youth—w-500/600-mim—Buddy Nevins ..... CIT
Wran-Un—cont-var-man—Jerry Bishop ..... BIS
Youth Page—w-600-ilm-lgp-orp—Nancy Gilbert ..... APN
Youth Parade—S-250-mim-lgp—Reba & Bonnie Churchill ..... NNS
Youthful Drug Talks—w-500-mim—Phyllis C. Barrins, R.N. ..... CIT

39—TRAVEL

Adventure . . . Postpaid—m-250-man—Jeff Lee ..... SA
Around the World With Delaplane—w-600-mim—Stan Delaplane ..... CHR
Destination—w-600-700-mim—Joseph Adler ..... ADL
Family Travel—w-500/600-mim—Betty Lowry ..... CIT
Fashion 'n Figure—w-3xw-2c-3c-ill-orp—Miss Paige Palmer ..... FAS
Freighter Travel—fn (alternates with Travel Scene)-1000-mim—Norman Austin ..... HIS
Going Our Way—S-1000-mim-lgp—Bob Sloan ..... STR
Inside London—w-750-mim—Susan Francis ..... HIS
Intelligram—fn-2500-mim—Staff ..... WWI
Las Vegas Newsletter—w-750-orp—Jack Lewis ..... BPS
Of All Places—w-750-ill-orp-ocr—Horace Sutton ..... PHS
Offbeat Diary—w-550-mim—Staff ..... CNS
Passport To Everywhere—w-600-mim-orp-lgp—Ron Butler ..... NPF
Richard Joseph Column—w-700-orp—Richard Joseph .. CTN
Scenic America Photos—ind-ill—Staff ..... GRE
Sid Ascher Around The World—w-750-mim—Sid Ascher ..... ASC
The Constant Traveler—2tw-400-orp—Adalene Ross ..... CTN
The Traveling Woman—fn-750/900-mim-lgp—Rosellen Callahan ..... EES
Tips For Trips—fn-500/750-mim-lgp—Rosellen Callahan ..... EES
Travel—m-var-lgp—Margaret Williams ..... EPS
Travel America Articles—ind-300/2000-man-ill—Staff GRE
Travel Column—w-1000-mim—Jerry Hulse .....LTWP
Travel Log—w-350-mim—Dave Goodwin ..... GOO
Travel On A Shoestring—w-700-mim—Ansil B. Chapin ..... CIT
Travel Scene—fn (alternate with "Freighter Travels")-1000-mim—Norman Austin ..... HIS
Travel Time—fn-500-mim—Ned Walters ..... ICS
Travel Topics—w-500-orp—Murray Brown ..... UPI
Travel Whirl—w-700-man—Buddy Basch ..... BAS
Travel with Hermes—w-750/1000-mim—Hermes .... NEW
Traveler's Clearing House—S-600-mim-lgp—Stephanie Bonsavage ..... CF
Travels With Choral Pepper—cont-S-w-550-mim-lgp—Choral Pepper ..... PEP
Walking Tours—fn-900-mim-lgp—Rosellen Callahan .. EES
What's Doing In Travel—qt-250-mim—Rose Lasky ... AEW
Wrap-Up—cont-var-man-min—Jerry Bishop ..... BIS

40—VETERANS

People and Problems—cont-500-man—Martin J. Ross ..... LAW
Salute!—tw-750-mim—Jerry T. Baulch ..... APN

41—WOMEN'S PAGES

A Lovlier You—5tw-85-1c-2c-ilm—Mary Sue Miller ..... PHS
A New You—3tw-1c-ill-mim-orp—Emily Wilkens ..... KFS
All About Wine—w-500-orp—Ruth Ellen Church ..... CTN
Along The Food Trail—w-600-orp—The Bascomes ..... CNS
Amy Vanderbilt's Etiquette—6tw-500-mim—Amy Vanderbilt ..... LAT
Animail—S-500-mim-ill-orp-ocr—Cleveland Amory ..... CTN
Ann Landers' Column—dS-750-orp-ocr—Ann Landers ..... PHS
Antiques—w-350-mim-ill-lgp—Dorothy H. Jenkins ..... DHJ
Around The House With Jan S. Paul—w-var-mim—Jan S. Paul ..... PAU
Ask Beth—3tw-350-mim—Beth Winship ..... LAT
Ask Dr. Brothers—7tw-1c-mim-orp—Dr. Joyce Brothers ..... KFS
Ask Jennifer—2tw-600-mim-ill-ocr—Jennifer Anderson ..... CTN
Ask Dr. Rueben—3tw-700-mim-orp-ocr—Dr. David Rueben ..... CTN
Astro-Guide—7tw-2c5"-mat-orp—Ceean ..... CTN
Astrology For The Millions—w-500-orp—Sybil Leek .. BPS
At Wit's End—3tw-400-orp-ocr—Erma Bombeck ..... PHS
Austine LaMar Fashion Patterns—w-2c8"-mat-orp—Austine LaMar ..... GFC
Be Crafty—w-400-orp-ill—Alice Morrell ..... CNS
Be Smart—dexS-1c3"-mat-orp—Kuhal ..... GFC
Beauty and the Beast—dexS-500-mim—Count Marco .. CHR
Beauty Tips From Hollywood—w-750-orp—various personalities ..... BPS
Bee Smart—w/m/sm-sph-orp-ill—John Prinkey ..... OTH
Better Grooming—w-500-orp—Various Hollywood Stars ..... BPS
Betty Beale's Washington Letter—w-750-mim-ill—Betty Beale ..... PHS
Between Us Girls—dexS-1c1"-ilm ..... AF
Book Serialization—d/w-750/1000-ing-lgp-orp—various authors ..... OPS
Book Ratings—w-350-mim ..... GRN
Briefly from Washington—ocr-600-min—Dorothy Marks ..... WNS
California Couture—m-250-mim-lgp—California Designers ..... LAT
Career Corner—3tw-600-orp—Joyce Lain Kennedy ..... MCN
Case Book of Dr. Chase—3tw-350-mim—Lorene Chase, Ph.D. ..... LAT
Cassini. Carousel—S-600-mim—Igor & Oleg Cassini ..... CF
Celebrity Cookbook—w-800-mim-lgp-orp-ocr—Johna Blinn ..... CTN
Celebrity Recipes—w-250-orp—Jane Sherrod ..... BPS
Celebrity Women—ocr-600-mim—Rebecca Morehouse .. WNS
Centsible Shopping—w-400-orp—Joyce Roark ..... CNS
Clear Talk—w-600-mim—Mary Alice Bennet ..... AF
Clip 'n' Cook—w-3c3"-orp-ill—Staff ..... CNS
Clotheslines—w-600-mim-ill—Marylou ..... LAT
Coffee Break—w-500-mim—Adeline Daley ..... CHR
Continental Diary—S-900-mim—Noel Anthony .....NANA
Cooking—w-450-orp—Jeanne Lesem ..... UPI
Cooking Corner—w-500-orp-lgp—Susan Delight ..... CNS
Cooking Clinic—3tw-300-mim—Ann Wanstall ..... TSS
Cooking With Rojas-Lombardi—w-2c6½"-orp—F. Rojas-Lombardi ..... ASG
Creative Crochet—m-125-mim-lgp—Lila Schneider & Jane Derryberry ..... LAT
Creative Mothering—tw-150-mim-ill—Terl Stanley ..... LAT
Dear Abby—7tw-700-orp—Abigail Van Buren ..... CTN
Dear Sally—dexS/w-250/300-mim—Sally Shaw ..... WLG
Decor Scene—w-500-orp—Barbara Hartung ..... CNS
Designing Woman—3tw-700-ill-lgn-ocr—Barbara Taylor Bradford ..... CTN
Diet & Exercise—w-300-ilm—Bonnie Cornell ..... TSS
Doing the Right Thing—7tw-500-orp—Elizabeth L. Post CTN
Domestique—S-tp-mat—Spadea ..... SPS
Don't Throw Away—w-400-ilg-orp—Edna Clapper .. CTN
Do's and Don'ts For Mothers—5tw-200-mim—Dr. Phyllis Hostler ..... CF
Dr. A's Bedtime Stories—w-600-ill-mim-lgp—Dr. A . AVS
Dottie Decorates—w-2c4"-mat-orp—Dorothy and Harry Brown ..... GFC

Dorsey Connors (Hi! I'm Dorsey Connors)—3tw-500-orp-ocr—Dorsey Connors ..... PHS
Dress Doctor—sw-300-mim-ill—Edith Head ..... LAT
Driven To Ink—w-500/600-mim—Eunice Kelly ..... CIT
Easy Does It—3tw-var-mim—Win Packer ..... TSS
Easy Etiquette—tw-25-orp-mat—Jeanne Harris ..... RTS
Editorial Material & Pictures for Women's Pages ... UOP
Eleanor Lambert's She—3tw-300-500-mim-ill—Eleanor Lambert ..... PHS
Eve's Apple Tree—sw-2c5¾"-mat—Betty Chaisson .. UNP
Fabric Doctor—5tw-200-mim—Fred Dodge ..... MM
Family Finance—w-600-mim—Betty Yarmon ..... WNS
Family Shopping Bag—w-1c5"-mat-orp—Staff ..... CSP
Family Travel—w-500/600-mim—Betty Lowry ..... CIT
Fascinating Fabrics—w-500-mim—Frances Dietrich .. MCN
Fashion Now!—3tw-600-ill-orp-ocr—Patricia Shelton . PHS
Fashionettes—w-size varies-orp—Staff ..... UPI
Fast Gourmet—3tw-250-mim—Poppy Cannon ..... GFC
Feminine Spotlight—w-150-man—Ethel Burge ..... BUR
Food for Americans—5tw-400-orp-man-ill—Aileen Claire ..... NEA
Food For Thought—2tw-500-mim-orp-ocr—Dr. Jean Mayer ..... CTN
Food Shopping Guide—w-500-wire—Staff ..... UPI
For A Happy Life—w-90-mim—Fritchie Saunders .... HC
For The Consumer—S-750-mim—Sidney Margolius .. WNS
For Women Only—3tw-500-mim—Lindsay Curtis, M.D. ..... NNS
For Women Who Work—2tw-600-mim-ocr—Alice Skelsey ..... CTN
Gardening For Fun—w-qps-man-mim-ill—Cindy Smith CRE
Generation Gap—w-600-mim—various ..... GRN
Glasserfied Directory—d/w/m-ps/var-man—Selma Glasser ..... GLA
Gourmet On A Budget—w-400/500-mim—Sandal & Pitch English ..... ENG
Happier Living—w-300-mim—Phyllis Mitchell ..... MIT
Headlines—w-300-ill-orp— ..... CTN
Heartline—w-500-mim ..... CNS
Helen Homemaker—w-4c3"-orp-mat—Gean & Lloyd Birmingham ..... NPF
Helen Help Us!—3tw-1c-mim-orp—Helen Bottel .... KFS
***Hints from Heloise**—d-1c-mat-orp; S-tps-hpt-color mat-orp ..... KFS
Hollywood Beauty—3tw-350-mim-igp—Lydia Lane ... LAT
Hollywood Star Interviews—w-750-orp—J. Finletter .. BPS
Home—w-400-ill-mim-igp—Ann Jermyn, George Adams ..... DHJ
Home Line—dexS-300-mim—Dorothy Ritz ..... LAT
Household Hints—w-size varies-orp—Staff ..... UPI
How To Keep Well—7tw-600-orp—T. R. Van Dellen, M.D. ..... CTN
How To Be A Supermother—w-3c5"-orp-mat—Dick Harris ..... HAA
Humor Side—3tw-400-mim-ocr—John Nichol ..... CTN
Inside Fashion—4tw-900-mim-igp—Eugenia Sheppard . PHS
Jeane Dixon Horoscope—7tw-600-orp—Jean Dixon .... CTN
Jelly Side Down—sw-100var-ill-mat-mim—Nancy Stahl ..... UNP
John Sinor Column—w-400-orp—John Sinor ..... CNS
Judith Viorst—w-800-mim—Judith Viorst ..... WSS
Just Something Pretty—w-hpt-tpt-man-mim-ill—Cindy Smith ..... CRE
Ladies First—w-900-mim—Trixie Belmont ..... WNS
Larry From Punch—w-var-orp—Larry ..... BPS
Let's Ask The Cook—tw-500-mim—Nan Wiley ..... RTS
Liberated Woman—tw-400-mim—Mary McGrath ..... UFS
Little Pearls—w-1c6"-orp—Margarette Gilmore .... QUE
Lois Holmes Knitting Pattern—w-400-mim-igp—Lois Holmes ..... LAT
London Report—occ-600-mim—Norman Moss ..... WNS
Love Is—dexS-1c3"-mat-orp—Kim Grove ..... LAT
Lucille Rivers On Sewing—w-750-mim—Lucille Rivers AD
Man To Man—w-550-mim-orp-igp—Bill Thomas .... NPF
Mannes Speaking—w-800-mim—Marya Mannes ..... UFS
Mannes Speaking—S-600-mim—Marya Mannes ..... WNS
Marriage and Sex—w-750-orp—Various M.D.'s ..... BPS
Menus, Food—var-700-orp—Mary Meade ..... CTN
Merry Mixup—dexS-2c1"/1c2"-mat-orp—Barbara Jones ..... AF
Miracle Gardening—w-100-orp-igp—J. Finletter ..... BPS
Mirrors of Washington—S-750-mim—Isabelle Shelton ..... NANA
Modern Etiquette—dexS/w-150/200-mim-orp—Roberta Lee ..... WLG
Mohr About Fashion—tw-500-man-igp—Berta Mohr .. MOH
Mohr on Modes—w-300-orp-ill—Beth Mohr ..... CNS
Model Beauty—2tw-ill-mim—Eileen Ford ..... CTN
Mom's Lunch—w-300/500-mim—Rose Irene Hamner ..... STH
Money In The Pocket—2tw-600-orp—Martha Patton .. CTN
Moon Messages—d-200-mim—Cullen Moore ..... CMS
Mrs. Bee, The Working Wife—dexS-1c2¾"-mat-orp—Howard Boughner ..... AF
My Success Story—w-500/1000-orp—various persons .. BPS
New Year Tips For You—an-1200-mim—Cullen Moore ..... CMS
New York Woman—occ-700-mim—Lucianne Goldberg ..... WNS
Notes From The Wine Cellar—w-350-mim-ill-ilg—Various Authors ..... GRN
On Wines—w-1c3"-igp—Bill Sonstein ..... SON
Once Over Lightly—w-400-orp-ill—Ann Rudy ..... CNS
Organic Living—w-700-mim-ill—Robert Rodale ..... CTN
Our Celestine—occ-500-mim—Celestine Sibley ..... WNS
Our Children—w-600-orp—Dr. Willard Abraham .... CNS
Parents & Children—2tw-500-mim-orp-ocr—Saul Kapel, M.D. ..... CTN
Parents Ask (Gesell Institute of Child Development)—5tw-500-orp-ocr—Louise Bates Ames Ph.D. ..... PHS
Pat's Pointers—w-500-ill-orp-ocr—Pat Trexler ..... PHS
Patterns for Better Living—dS-var-igp-man—Steve Ellingson ..... UB
Peacock Alley—w-150-man—Ethel Burge ..... BUR
Penny Thoughts—dexS-1c3"-mat-orp—Michael Fortuna & Jackie Spears ..... AF
People and Problems—d-cont-500-man—Martin J. Ross ..... LAW
Phyllis Mitchell's Column—dexS-300-mim—Phyllis Mitchell ..... MIT
Points for Parents—dexS-2c4"-mim-mat-orp—Mary Bryson ..... RTS
Polly's Pointers—5tw-400-orp-mat-man-ill-ilm-igp; S-tps-hpt-mat-orp—Polly Cramer ..... NEA
Power to the Parents—cont-14,000-mim—Joseph & Lois Bird ..... DDS
Questions Women Ask—w-500-orp—Dr. Eleanor B. Rodgerson ..... CNS
Raising Adults—w-500-orp—Bonnie Fuson ..... GRG
Report From Paris—3tw-400-orp—Monique ..... CTN
Rights 'n Wrongs—w-400-orp—Riv Tobin ..... CNS
Self-Help to Charm—w-400—Harriett Carlson ..... HC
Sew Biz—w-600/700—Julia C. McCombs ..... COE
Sew Column—S-2c8"-10"-mat-igp—Dale Cavanagh ..... SPS
Sew Simple—w-750-ill-mim-mat-orp—Eunice Farmer ..... RTS
Sew What—w-1c7½"-ill-mat-orp—Audrey Lane ..... CSP
Sew What's New?—sw-500-ilm-mim-orp—Sandra Kelly ..... UNP
Short Takes—w-90 to 250-mim ..... DHJ
Single By Choice—d-400/500-man—Antoinette May ..... CEN
Skillet Club—w-400-mim-ill—Frank Kohler ..... GFC
Slicktrick—dex-sat-1c/40 words-mat-orp—Staff ..... NNS
Small Talk—5tw-1c3"-orp-mat—Becky ..... CTN
Star Mates & Friends—12 parts-725 each-mim—Cullen Moore ..... CMS
Star Partners—78 parts-560 each-mim—Cullen Moore ..... CMS
Stars & Fashion—an-1500-mim—Cullen Moore ..... CMS
Stars & Lovers—w-1000-mim—Cullen Moore ..... CMS
Sugar and Spice—dexS-30-mim—Elinor K. Rose ..... AF
Suzy Says—5tw-700-orp—Suzy ..... CTN
Test Yourself—w/d-500-orp-igp—Jane S. Singer .... BPS
The Constant Traveler—2tw-400-orp—Adelene Ross ... CTN
The Column—3tw-600-orp—Ellen Peck ..... CTN
The Neighbors—d-2c-mat-orp—George Clark ..... CTN
The Truth About Men—cont-12 parts-900 each-mim—Cullen Moore ..... CMS
The Weekly Grab Bag—w-var-orp—Staff ..... CTN
The Women's Angle—fn-500-mim—Betty Roberts .... ICS
The World Of Myra Waldo—3tw-500-mim-orp—Myra Waldo ..... NPF
Think On These Things—5tw-200-mim—Joyce Hifler ..... CTN
Think Pretty—w-500-orp-ill—Peggy Walker ..... CNS
Thrifty Nifty—dexS-1c3"-mat-orp—Helen Robertson .. GFC
Today's Living—dexS-100-mim-ilm—Mimi Rockefeller ..... CF
Tobe Says—4tw-120-orp-ocr—Tobe ..... PHS
Total Woman—S-800-mim—Jean Adams ..... UFS
U-Bild It—dS-var-igp-man—Steve Ellingson ..... UB
U-Bild Enterprises—dS-var-man-mim-ill—Steve Ellingson ..... DF
Variations—W-1000-mim—Richard Gully ..... HIS
V.I.P.—3tw-600-mim-ocr—Maxine Cheshire ..... CTN
VIP (Very Interesting People)—tw-700-mim—Maxine Cheshire ..... LTWP
Washington Offbeat—w-700-mim— Vera Glaser & Malvina Stephenson ..... UNP
What's News—w-size varies-orp—Staff ..... UPI
What's Your Problem?—w-500-mim—Linda Lawrence .. RFS
Why Grow Old?—d-500-mim-ill-mat-orp—Josephine Lowman ..... RTS
Wine Diggity—w-400-orp—Mary Lester ..... CNS
Wine Q. & A.—w-500-orp—Ruth Ellen Church ..... CTN
With Cindy—occ-600-mim—Cindy Adams ..... WNS
Woman to Woman—3tw-500-wire—Patricia McCormack ..... UPI
Woman's World—w-500-wire—Patricia McCormack .... UPI
Women—w-350/500-orp—Emma Lou Fuller ..... NLI
Women Alone—w-750-mim—Isabella Taves ..... RTS
Women's Interest Fillers—w-size varies-mim—Dancel M. O'Connell ..... CAF
Women's View—5tw-500/550-wire—Gay Pauley & Staff ..... UPI
***Women's Way**—6tw-var-ill-mat-orp—Joan O'Sullivan ..... KFS
Women's World—5tw-150-mim—Iris Hortman ..... WNS
You & Your Child—2tw-800-orp—Joan Beck ..... CTN
You, Your Children and School—w/3tw-500-mim—David Nydick ..... DAN
Young and Healthy—3tw-600-mim-orp-ocr—Frank Falkner, M.D. ..... CTN
Your Family Decorator—tw-600-mim-igp—Carleton Varney ..... AD
Your Family & You—dex.sat.-500-mim—Dr. Paul Popence ..... NNS
Your Fashion Image—w-1c6" to 1c9"-var-igp—Charlotte Wilkinson ..... YQU
Your Home—sw-300-mim-igp—Carolyn S. Murray .... GFC
Your Life and Mine—dexS-300-mim—Phyllis Mitchell . MIT
Your Money's Worth—5tw-600-orp-ocr—Sylvia Porter .. PHS
Youth Parade—S-250-mim-igp—Reba and Bonnie Churchill ..... NNS

TITLES OF BY-LINED FEATURES

A

A Child Learns To Swim ..... TSS
A Christian Thinks—T. Jerome Bishop ..... BIS
A Closer Look—Ernie Kreiling ..... ACL
A Conservative View—James J. Kilpatrick ..... WSS
A Day Of Love—Lois Wyse ..... LAT
A Family and Its Money—G. L. Ludeke ..... BEL
A Good Book To Read—Martin J. Ross ..... LAW
A Home To Live In—W. A. Nierengarten ..... SHP
A Lovelier You—Mary Sue Miller ..... PHS
A Matter of Taste—William Pahlman ..... PHS
A New You—Emily Wilkens ..... KFS
A Problem A Day—R. J. Allen ..... WLG
A Time To Live—W. Robert Walton ..... UNP
A Visit With the Stars—Gary Wagner ..... WIP
A Woman and Her Money—G. L. Ludeke ..... BEL
A Word Edgewise—John P. Roche ..... KFS
Abe Martin—Kim Hubbard ..... NNS
About Antiques—Ivor & Laurette Brown ..... BRO
About The House ..... ABO
About Real Estate—Don G. Campbell ..... RTS
About Wine—Colin Mackay ..... CWF
According to Guinness—Norris & Ross McWhirter .. UNP
Ad Libs—Jim Whiting and Larry Hurb ..... GFC
Adam's Rib—Eve Athens ..... CEN
Adventure Postpaid—Jeff Lee ..... SA
Advertising & Marketing—Jack Kelly ..... ICS
Advice To The Taxlorn—William L. Raby ..... INO
Aero/Space Age Review—John L. Scherer ..... SCH
After A Fashion—Marian Christy ..... UFS
Air Fairr—Dick Locher ..... WIN
Air Hawk—B. Foley ..... BPS
Akwas—Mike Roy ..... CF
Altar Boy Named Speck—Margaret Ahern ..... NCF
Amy—Jack Tippit ..... RTS
An Iowa Almanac—Tom Kuncel ..... OTH
An Editor's Outlook—Jenkin Lloyd Jones ..... GFC
Anagrams—Harriet Thompson ..... UFS
Andy Capp—Reggie Smythe ..... PHS-MIL
Animal—Cleveland Amory ..... CTN
Animal Crackers—Roger Bollen ..... CTN
Animal Photos—Dudley O. Brown ..... ANI
Animal Talk—Dudley A. Brown ..... ANI
Animalogic—Ed Nofziger ..... LAT
Ann Landers' Column—Ann Landers ..... PHS
Another Look—Robert Yoakum ..... YOA
Another View—John Stees ..... UFS
Antiques—Dorothy H. Jenkins ..... DHJ
Antiques—Ann Gilbert ..... NNS
Antique Canadian Cars—John de Bondt ..... TSS
Antique Wise—Dorothy Hammond ..... CF
Apartment 3G—Alex Kotsky ..... PHS
Apple Pie—D. Boyd & G. Wood ..... MGN
Archie—Bob Montana ..... KFS
Around The House with Jan Paul—Jan S. Paul .... PAU
Around Town—Rube Weiss ..... BLA
Around the World Contest ..... SF
Around the World With Delaplane—Stan Delaplane .. CHR
Art's Gallery—Art Finley ..... CHR
As I View It—Dr. John W. Gilbaugh ..... AD
As You Were—Jim Baker ..... PIO
Asian Report—Mark Gayn ..... TSS
Ask A Teacher—Ellen Holt ..... OHF
Ask Andy—Ellen Walpole ..... CHR
Ask Aunt Madge—Mary Madge Saskena ..... CEN
Ask Beth—Beth Winship ..... LAT
Ask Dr. Brothers—Dr. Joyce Brothers ..... KFS
Ask Dr. Rueben—Dr. David Rueben ..... CTN
Ask Jennifer—Jennifer Anderson ..... CTN
Ask Me—Louis Berliner ..... DF
Assignment: America—Phyllis Battelle ..... KFS
Assignment Television—Terrence O'Flaherty ..... CHR
Astro Analysis—S. McGinnis ..... MGN
Astro Day—Jonathan ..... CEN
Astro Forecast—D. Modin ..... GRG
Astro-Graph—Bernice Bede Osol ..... NEA
Astro-Guide—Ceean ..... CTN
Astro-Scram—Jack Fitch ..... LED
Astrology For The Millions—Sybil Leek ..... BPS
Astrological Forecast—Sydney Omar ..... GFC
Astrology—This Week In—Carl Payne Tobey ..... NEA
Astrology Today—J. Naylor ..... BPS
Astronits—Pat Anderson ..... AND
At Wit's End—Erma Bombeck ..... MIL-PHS
Austine LeMar Fashion Patterns—Austine LeMar .... GFC
Auth Editorial Cartoons—Tony Auth ..... CTN
Authors & Books—Gary Baranik ..... BAR
Auto Album—Tad Burgess ..... KFS
Auto-Kno—T. Jerome Bishop ..... BIS
Automotive—Ida Fried ..... EPS
Automotive Features—Ray Hite ..... ECS
Autorama—Mel Martin ..... MME
Automobile Buyer's Guide—Mel Martin ..... MME
Automobiles—David Allen ..... DHJ
Avenues Of Male Fashions—Chip Tolbert ..... UFS
Aladdin's Lamp—Roger Vega ..... GFC
All About Horses—John H. Shopshire ..... SHR
All About Pets—Eleanor Price ..... GFC
All About Wine—Ruth Ellen Church ..... CTN
All in America—Tom Ward ..... WIN
All in the Game—Bill Veeck ..... PHS
Along The Food Trail—The Bascomes ..... CNS
All Sports Calendar ..... SPS
Along The Trail ..... BA
Altar Stairs—Dr. E. Duane Hulse ..... HPS
Alvarez Medical Column—Dr. Walter C. Alvarez ... RTS
Amanda Panda—Marcia Course & Jack Millie ..... NEA
American Designer Patterns—Spadea ..... SPS
American News Report—Ben Gallob ..... JTA
American Panorama—John M. Schofield ..... MLD
Americana—Sam Stewart ..... CNS
Amy Vanderbilt's Etiquette—Amy Vanderbilt ..... LAT
Army Funnies—Buddy Basch ..... BAS

TITLES OF BY-LINED FEATURES

B

Babson's Authentic Release ..... BAB
Back to Back Printed Patterns—Spadea ..... SPS
Background Maps—Tom Hoge ..... APN
Backstairs at the White House ..... UPI
Bannister Babies—Constance Bannister ..... CF
Baptist Press ..... BAP
Baptist Press Features ..... BAP
Bark Back—Daima and Damon ..... CEN
Barney's Blarney—Barney Glazer ..... TCN
Barney Glazer In Hollywood—Barney Glazer ..... TCN
Barney Google and Snuffy Smith—Fred Lasswell ..... KFS
Barron Cartoons—Sid Barron ..... TSS
Basketball Prophecy—Mort Olshan ..... MOS
Batman & Robin—Bob Kane ..... LED
Batman Hot Line—Bruce Wayne ..... LED
Bauer's Puzzles—Herb Bauer ..... BPS
Be Smart—Kubal ..... GFC
Be Crafty—Alice Morrell ..... CNS
Beard on Food—James A. Beard ..... WSS
B.C.—Johnny Hart ..... MIL-PHS
Beauty—Dina Deliale ..... EPS
Beauty and the Beast—Count Marco ..... UFS
Beauty and the Beast—Count Marco ..... CHR
Beauty at Home—Lynn Carter ..... WLG
Beauty Tips From Hollywood ..... BPS
Bee Smart—John Prinkey ..... OTH
Beetle Bailey—Mort Walker ..... KFS
Before You Buy—Margaret Dana ..... UFS
Behind the Scenes At the United Nations—
David Horowitz ..... WUP
Belly Laughs—Sarge O'Neill ..... SOU
Below Olympus—Frank Interlandi ..... LAT
Ben Wicks—Ben Wicks ..... SUN
Bernstein on Words—Theodore M. Bernstein ..... NYTS
Berrys, The—Carl Grubert ..... PHS
Best Cartoon Of The Week ..... AM
Best Editorial Of The Week ..... AM
Best Cartoons From Australia ..... BPS
Best Cartoons From Europe ..... BPS
Best In Pictures ..... CTN
Best Sellers ..... UPI
Best Sellers ..... BPS
Best Sellers ..... NANA
Better English—D. C. Williams ..... WLG
Better Fishing—W. F. Stevens ..... AMS
Better Half, The—Ruth Barnes ..... RTS
Better Living—Ruth Thompson ..... DIC
Better Tennis—Sturr Smith ..... WSS
Betty Beale's Washington Letter—Betty Beale ..... PHS
Betty Boch—Mel Millar ..... AND
Between the Lines—Edith Kermit Roosevelt ..... ROO
Between Us—Dr. Haim Ginott ..... KFS
Between Us Girls ..... AF
Between You & Me—Boris Smolar ..... JTA
Bev's Bits & Bites—Beverly Anderson ..... HPP
Bible Quiz—W. Walker ..... MGN
Bible Stories in Color ..... SPS
Bible Today—M. Roget ..... MOR
Big Ben Bolt—John Cullen Murphy ..... KFS
Big George—Virgil Partch ..... PHS
Bigg's Business—Bob Zahn ..... CEN
Billy Casper Says—Billy Casper ..... NNS
Birthday Calendar—
Gordon B. Greb and Preston Bagent ..... NSM
Birthday Quiz—Gordon B. Greb ..... NSM
Bishop Sheen Writes—Bishop Fulton J. Sheen ..... WSS
Black Variety—Maseo Young ..... MMP
Blaine—Blaine ..... MIL
Blondie—Chic Young ..... KFS
Boating—Stan Davies ..... TSS
Boating—Jack Wollston ..... UPI
Boating—Ida Fried ..... ESP
Bob Botch—Mel Millar ..... AND
Bob Sledd—Bob Sledd ..... CEN
Bob Thompson, M. D.—Bob Thompson, M. D. ..... MOR
Bobby—S. M. Iger ..... PF
Bobby Orr's Hockey Tips—Bobby Orr ..... SUN
Boner's Ark Addison—Mort Walker ..... KFS
Book Best Seller List ..... TSS
Book Ratings ..... GRN
Book Reviews ..... CNS
Book-Length Serials ..... CHA
Book Line—Howard Williams ..... NPF
Book Reviews—Ernest Cady ..... DF
Book Reviews—Barney Glazer ..... TCN
Book Reviews ..... UPI
Book Reviews—Kildare Dobbs ..... TSS
Book Serialization ..... OPS
Books—David Horowitz ..... WUP
Books I Have Read—T. Jerome Bishop ..... BIS
Books-into-serials ..... CHA
Books-of-the-Week—John Austin ..... HIS
Bookshelf—Jeff Lee ..... SA
Boondocks—Post Anderson ..... AND
Born Loser, The—Art Sansom ..... NEA
Bottom Ten—Steve Harvey ..... UNP
Bowling At Its Best—Dick Weber ..... GFC
Bowling Tips—Don Carter & Marion Ladewig ..... NNS
Boy and Girl—John Rouson ..... GFC
Brain Twisters—Don Douglas ..... WLG
Bread of Life—Rev. A. Purnell Bailey ..... GFC
Brenda Starr—Dale Messick ..... CTN
Brick Bradford—Paul Norris ..... KFS
Briefly, from Washington—Dorothy Marks ..... WNS
Bringing Up Father—Kavanaugh Fletcher Camp ..... KFS
Broadway—Jack Gaver ..... UPI
Broadway Boxscore ..... UPI
Broadway Karikatures—Joe Kaliff ..... AMF
Broadway Vignettes—Marcia Michels ..... AMF
Broom-Hilda—Russell Myers ..... CTN
Brother Juniper—Fred McCarthy & Len Reno ..... PHS
Bruckner Column—D. J. R. Bruckner ..... LTWP
Buchwald Column—Art Buchwald ..... LAT
Bumper Sticker—Talbert & Mora ..... MCN
Bumper Stickers—Mike Bennett ..... CSP
Business & Astrology—Sybil Leek ..... BPS
Business and the Stock Market ..... BAB
Business Blueprint—Ed Nassauer ..... ICS
Business Outlook—J. A. Livingston ..... PHS
Business Today ..... UPI
Business Week In Review ..... UPI
Business World ..... UPI
Butter & Boon—Black Light, Inc. ..... MCN
Button-A-Day—Ed Moore ..... UFS
Buz Sawyer—Roy Crane ..... KFS
By George—John Keasler ..... UFS
By No Means Neutral—Ernest B. Furgurson ..... LAT

C

California Couture—California Designers ..... LAT
California Stagecoach Days—Vern Hammond ..... OHF
Camera College—Irvine A. Brace ..... BRA
Campaign Button—Kearney Egerton ..... IND
Camping Coachman—Bilko ..... BPS
Campus Opinion—Daniel Beggs & Henry Copeland ..... NNS
Canada Report—Greg Connolley ..... CNS
Canadian Business Report—John Meyer ..... TSS
Canadian Viewpoint—Lubor Zink ..... SUN
Candle & Mirror—Fred Dodge ..... MM
Capital Fare—Andrew Tully ..... MCN
Capital Ideas—Raymond J. McHugh ..... CNS
Capital Touch—Washington Bureau Staffers ..... CNS
Capitol Stuff—Ted Lewis ..... CTN
Cap'n Kadd—Pat Anderson ..... AND
Cappy Dick—Cappy Dick ..... PHS
Captain and the Kids—John Dirks ..... UFS
Car Crazy—Bilko ..... BPS
Career Corner—Joyce Lain Kennedy ..... MCN
Carmichael—Dave Eastman ..... LAT
Carolyn's Collections—Carolyn Anderson ..... AM
Case Book of Dr. Chase—Loriene Chase, Ph.D. ..... LAT
Cartoon Books ..... BPS
Cartoon Comment on Illinois Affairs & Politics—
Arthur A. Henrikson ..... HEN
Cartoon Humor Service ..... GF
Cassini Carousel—Igor & Oleg Cassini ..... CF
Cats And Their Care—Henrietta Hitchcock ..... CF
Cecil Smith Column—Cecil Smith ..... LAT
Celebrittee-Hees—Buddy Basch ..... BAS
Celebrity Cookbook—Johna Blinn ..... CF
Celebrity Cookbook—Johna Blinn ..... CTN
Celebrity Interviews—Sandy Raines ..... RA
Celebrity Recipes—Jane Sherrod ..... BPS
Celebrity Women—Rebecca Morehause ..... WNS
Centerpiece ..... NYTS
Centsible Shopping—Joyce Roark ..... CNS
Center Stage—Joseph Thesken ..... CNS
Chambers—Robert Chambers ..... MIL
Champion Athlete—George B Dintiman
& John Unitas ..... CEN
Champlin Column—Charles Champlin ..... LTWP
Channel Chuckles—Bill Keane ..... RTS
Character Clubs—Galen Scott ..... LED
Chateau & Briand—Spadea ..... SPS
Check Your Knowledge—Donald Saltz ..... MEM
Chef Marian—Marian Burros ..... UFS-WNS
Chess Master—George Koltanowski ..... GG
Chicago Tribune Crossword ..... CTN
Child Care—William G. Crook, M.D. ..... GFC
Children's Books ..... SPS
Children's Letters—Stuart Hample ..... KFS
Children's Quizzes—J. Sherrod ..... BPS
China ..... FNS
Christmas Features ..... OPS
Christmas Pages ..... KFS
Christmas Strip—Walt Disney ..... KFS
Church Chuckles—Charles Cartwright ..... SM-CAR
Church Humor—Leo Canavan ..... CTN
Church Page Service—G. Wood ..... MGN
Cicero's Cat—Al Smith ..... MCN
City Editor's Tip Service—John Clift ..... GFC
Citizen Smith—Dave Gerard ..... RTS
Classified Close Ups ..... GF
Clear Talk—Mary Alice Bennet ..... AF
Clip "n" Cook ..... CNS
Clotheslines—Marylou ..... LAT
Clyde Moore Says—Clyde Moore ..... DF
Cobb Editorial Cartoons—Ron Cobb ..... SAW
Coble's Fisherman's Calendar—L. Goslen ..... NPF
Coffee Break—Adeline Daley ..... CHR
Coin Collector's Corner—Robert Svensson ..... KFS
Coin Counting—Barbara Lyon ..... NUM
Coin Notes—Ronald Anders ..... AR
Coin Roundup—Maurice M. Gould ..... GFC
Coin-Stamp-Medal World—F. G. Spadone ..... COI
Coin-Wise—Leon T. Lindheim ..... NNS
Coins Count—Paul J. Wels ..... CNS
Coinword—Robert Pearsall ..... GFC
College Basketball Index—Dick Dunkel Jr. ..... UFS
College Dateline—Hubert B. Livesey ..... YES
College Football Index—Dick Dunkel ..... UFS
College Poll ..... GRN
College/University News ..... PWF
Coloring College—Matt Curzon ..... CTN
Colvin's Commentary—Melvin Colvin ..... CF
Comic Dictionary—Evan Esar ..... RTS
Computer Talk—James A. C. Thom ..... CIT
Conceived in Liberty—Robert Desmond ..... CNS
Concert Records—W. G. Landrey ..... UPI
Conchy—James Childress ..... CHI
Condensations of Books ..... ZUB
Confident Living—Dr. Norman Vincent Peale ..... PHS
Congressional Quarterly Service ..... CQ
Congressional Reform—David Webb ..... NOR
Conrad Editorial Cartoons—Paul Conrad ..... RTS
Constitutional Rights—Porter B. Williamson ..... MSC
Consumer Contact—Arthur E. Rowse ..... CNI
Consumer's Question Box—Margaret Dana ..... UFS
Consumer's Reform—David Webb ..... NOR
Continental Diary—Noel Anthony ..... UFS-NANA
Continental Fashion—Iris Hartman ..... TSS
Cook's Corner—Lillian Hergesell ..... DF
Cooking—Jeanne Lesem ..... UPI
Cooking Clinic—Ann Wanstall ..... TSS
Cooking Column—Ruth Sirkis ..... JTA
Cooking Corner—Susan Delight ..... CNS
Cooking With Rojas-Lombardi—F. Rojas-Lombardi ..... ASC
Count the Change Contest ..... SF
Corky Editorial Cartoon—Corky Trinidad ..... LAT
Courage & Hesitation—Allen Drury ..... DDS
Cousin Tommie's Country Criticism—Tommy Lloyd ..... MOR
Country Parson, The—Frank A. Clarke ..... RTS
Crazy Capers ..... CF
Crazy Capers ..... MIL
Crazy World of Washington—Leon Burnett ..... UPI
Creative Crochet—Lila Schneider & Jane Derryberry ..... LAT
Creative Mothering—Teri Stanley ..... LAT
Criswell Predicts—Criswell ..... NEW
Crockett Editorial Cartoons—Gib Crockett ..... WSS
Crossroads Report—D. E. Scott ..... AM
Crossroads Report—D. E. Scott ..... SCO
Crossword Puzzle (Dell) ..... CNS
Crossword Puzzle—R. A. Power ..... DWL
Crossword Puzzle—Suzanne Craver ..... AND
Crossword Puzzle—A. C. Gordon ..... WLG
Crossword Puzzle—Nina Cooper ..... APN
Crossword Puzzle—Bernice Paschen ..... SM
Crossword Puzzle No. 1 ..... UFS
Crossword Puzzle No. 2 ..... UFS
Crossword Puzzle ..... CSP
Crossword Puzzle with Cryptoquips—Eugene Sheffer ..... KFS
Cupboard Chit-Chat—Betty Roberts ..... ICS
Curious Facts—Donald Whitacre ..... CEF
Curley's Cranes—Roger Curley ..... AF
Current Crostic—Sylvia Levinsohn ..... NYTS
Current Events in the Classroom—Marvin Lipton ..... TSS
Curtis Editorial Cartoons—Tom Curtis ..... RTS

D

Daffynitions!—Paul H. Gilbert ..... GFC
Daily Crossword—Margaret Farrar & Betty Nichols ..... GFC
Daily Investor, The—Charles J. Elia ..... UFS
Daily News Reports ..... RNS
Daily Stock Market Chart—Charles E. Carden ..... STO
Dalton Camp—Dalton Camp ..... TTS
Darcy Editorial Cartoon—Tom Darcy ..... LAT
Dateline—Ele & Walt ..... UFS
Dateline: Danger!—
John Saunders & Alden McWilliams ..... PHS
Dateline: Detroit—Don O'Reilly ..... AU
David Crane—Winston Mortimor ..... PHS
David H. Zinman Column—David H. Zinman ..... LTWP
Davy Crockett, Frontiersman—Jim McArdle ..... CF
Days and Customs of All Faiths—Dr. Howard V. Harper ..... GFC
Dear Abby—Abigail Van Buren ..... CTN
Dear Sally—Sally Shaw ..... WLG
Decor Score—Barbara Hartung ..... CNS
Decorating Mail Box—Arthur S. Green ..... GRE
Deems—Tom Oka ..... SM
Denis Warner on Asia—Denis Warner ..... RTS
Dennis Braithwaite—Dennis Braithwaite ..... TSS
Dennis the Menace—Hank Ketcham ..... PHS
Designing Woman—Barbara Taylor Bradford ..... CTN
Destination—Joseph Adler ..... ADL
Detectograms—Lawrence Kirk ..... KIR
Dian Cohen—Dian Cohen ..... TSS
Dick Tracy—Chester Gould ..... CTN
Diet & Exercise—Bonnie Cornell ..... TSS
Dinah Mite—Joe E. Buresch ..... JEB
Diplomatic Pouch—William R. Fry ..... WOR
DiScussion—Joe Kaliff ..... AMF
Distillates of Random Thoughts—Charles Rehns ..... REH
Doc Savage ..... LED
Dr. A's Bedtime Stories—Dr. A. ..... AVS
Dr. Hip-pocrates—Eugene Schoenfeld, M.D. ..... UNP
Dock Lines—Mel Martin ..... MME
Do It Yourself—R. Randolph Karch ..... KAR
Do's and Don'ts for Mothers—Dr. Phyllis Hostler ..... CF
Doing the Right Thing—Elizabeth L. Post ..... CTN
Domestique Spadea ..... SPS
Don MacLean—Don MacLean ..... UFS
Don Wright Editorial Cartoons—Don Wright ..... WSS
Donald Duck—Walt Disney ..... KFS
Donato—Andy Donato ..... SUN
Dondi—Irwin Hasen ..... CTN
Don't Throw Away—Edna Clapper ..... CTN
Dooley's World—Roger Bradfield ..... KFS
Doonesbury—Garret B. Trudeau ..... UNP
Dorsey Connors (Hi! I'm Dorsey Connors)—
Dorsey Connors ..... PHS
Dottie Decorates—Dottie and Harry Brown ..... GFC
Dotty Buford Tune ..... PHS
Doug Snayd Cartoon—Doug Sneyd ..... TSS
Doug Sneyd Cartoon—Doug Sneyd ..... CTN
Douglas Fisher Column—Douglas Fisher ..... SUN
Dowling Editorial Cartoon—Dan Dowling ..... PHS
Dress Doctor—Edith Head ..... LAT
Dress Pattern—Fashionette Patterns ..... UFS
Dress Pattern Features—Anne Adams and
Marian Martin ..... KFS
Dr. Kildare—Ken Bald ..... KFS
Dr. Leonard Reiffel Column—Dr. Leonard Reiffel ..... LAT
Driven to Ink—Eunice Kelly ..... CIT
Dunagin's People—Ralph Dunagin ..... PHS
Drummond's Column—Roscoe Drummond ..... LAT
Dunkel College Basketball Index—Dick Dunkel ..... DSR
Dunkel College Football Index—Dick Dunkel ..... DSR

During This Week—Estey I. Read ..... SS
Durslag Sports Column—Melvin Durslag ..... KFS

E

Easi-Bild—Don Brann ..... GFC
East-West-Trade ..... FNS
Easy Does It—Win Packer ..... TSS
Easy Etiquette—Jeanne Harris ..... RTS
Eat, Drink & Be Merry—Robert J. Misch ..... UFS-WNS
Eb and Flo—Paul Sellers ..... UFS
Ecology Line—Ed Dunckelmann ..... INF
Economic Groupings ..... FNS
Economic Impact—Hobart Rowan ..... LTWP
Editorial ..... SAF
Editorial Cartoon—Dick Hodgins Sr. ..... SM
Editorial Cartoon—Herc Ficklen ..... AVA
Editorial Cartoon—Jim Knudson ..... CNS
Editorial Cartoon—Ralph Yoes ..... CNS
Editorial Cartoon—Kennison Keene ..... CSR
Editorial Cartoon—Doug Borgstedt ..... CNS
Editorial Cartoon—Earl Wolf ..... NCF
Editorial Cartoon—Virgil Alston ..... UNN
Editorial Cartoons—Ranan Lurie ..... UFS
Editorial Cartoons—Eugene Craig & "Doc" Goodwin ... DF
Editorial Cartoons By Gar—Gar Schmidt ..... EDI
Editorial Material & Pictures for Women's Pages .... UOP
Editorial Page Cartoon—Milt Morris ..... APN
Editorial Research Reports ..... CQ
Editorial—Service ..... ROA
Editorials ..... CNS
Editor's Associate—T. Jerome Bishop ..... BIS
Education—Angel Flemings ..... NLI
Education Notebook—Kenneth J. Rabben ..... CNS
Education Today ..... UPI
Ego Quiz—Harry J. Cargas, Ph.D. & Richard Nickeson, Ph.D. ..... UNP
Eleanor Lambert's, She—Eleanor Lambert ..... PHS
Elegant Column—Robert S. Elegant ..... LTWP
Emmy Lou—Marty Links ..... UFS
Encyclopedia Of Sports—Bill Burton ..... BPS
Entertainment Scene—Barney Glazer ..... TCN
Entertainment Whirl—Buddy Basch ..... BAS
Environment—Robert Pierson ..... NLI
Environotes—Lloyd Birmingham ..... NPF
E.S.P. Plus—Morton Brotman ..... CIT
Everybod's Money—Merryle Stanley Rukeyser ..... SIM
Etta Kett—Paul Robinson ..... KFS
Everyday Editorials—Monte F. Bourjaily ..... GLS
Etc. & P.S.—Irma Ganz Miller ..... SA
Everyone in the Church ..... COL
Eve's Apple Tree—Betty Chaisson ..... UNP
Exploring Hip Culture—Jerry Krasnicka ..... CIT
Eye on Cuba—Theodore A. Ediger ..... CNS
Eyes on Tomorrow—Philippa Ruth ..... WOR

F

Fabric Doctor, The—Fred Dodge ..... MM
Faces In The News—Frank Murphy ..... DIS
Fact-O-Rama—M. W. Martin ..... MAR
Family Circus—Bill Keane ..... RTS
Family Finance—Betty Yarmon ..... WNS-UFS
Family Shopping Bag ..... CSP
Family Travel—Betty Lowry ..... CIT
Famous Authors ..... PHS
Famous First Facts—Chas. E. Manning ..... GNF
Famous Short Stories ..... BPS
Fan Fare—Walt Ditzen ..... PHS
Fantastic Foster Fenwick—Mal Hancock ..... TSS
Farm Front ..... UPI
Farriswheel—Joseph Farris ..... CTN
Fascinating Fabrics—Francis Dietrich ..... MCN
Fashion "n" Figure—Miss Paige Palmer ..... FAS
Fashion Now!—Patricia Shelton ..... PHS
Fashions—Dina Dellale ..... EPS
Fashion League—Florence de Santis ..... UFS
Fashionette Patterns ..... WNS
Fashionettes ..... UPI
Fast Gourmet, The—Poppy Cannon ..... GFC
Features—David Benrorne ..... WUP
Federal Corner—Roulhac Hamilton ..... DF
Federal Diary—Mike Causey ..... LTWP
Feiffer—Jules Feiffer ..... PHS
Feminine Spotlight—Ethel Burge ..... BUR
Ferd'nand—Mik ..... UFS
Figments—Dale Hale ..... RTS
Fillers—W. Walker ..... MGN
Film Fare—Collette Wood ..... WOR
Finance—Jack Mac Arthur ..... TSS
Financing The New Home—J. H. Radclyffe ..... DWL
First Aid to the Ailing House—Roger C. Whitman .. UFS
Fischetti Editorial Cartoon—John Fischetti ..... PHS
Fischetti—John Fischetti ..... MIL
Fish Lines ..... COM
Fix It Yourself—Hubbard Cobb ..... WSS
Flamingo—R. A. Roche ..... PF
Flash Gordon—Dan Barry ..... KFS
Flashback Calendar—Dick Peoples ..... AF
Flashback on Canada—Bob Bowman ..... SUN
Fletcher, The 4-H'r—Joe E. Buresch ..... JEB
Figurits—R. J. Allen ..... WLG
Flintstones,—Hanna Barbera ..... MCN
Flop Family The—George O. Swanson ..... KFS
Focus On History ..... CNS
Food—D. Peggy Read ..... EPS
Food Facts ..... LUI
Food Shopping Guide ..... UPI
Food and Your Health—Frederick J. Stare, M.D. ..... LAT
Food for Thought—Alice Denhoff ..... KFS
Food for Thounht—Dr. Jean Mayer ..... CTN
Foodmanship—Daniel V. Thompson ..... THO
For a Happy Life—Fritchie Saunders ..... HC
For & About Teenagers—Dennis Rydberg ..... CSP
For Better Health—S. L. Andelman, M.D., M.P.H. .. GFC
For Heaven's Sake—Ruth Davis ..... HEA
For Men Only—Cooking—Morrison Wood ..... CTN
For The Consumer—Sidney Margolins ..... UFS
For The Consumer—Sidney Margolins ..... WNS
For Women Only—Dr. Lindsey Curtis ..... NNS
For Women Who Work—Alice Skelsey ..... CTN
Foreign Analyst—Robert Betts ..... CNS
Foreign Commentary—Phil Newson ..... UPI
Foreign Newsletter ..... JTA
Forever Female—Eugene Craig ..... DF
Fortune Teller—A. C. Gordon ..... WLG
Frank van der Linden—Frank van der Linden ..... UFS
Frankly Speaking—Gary Wagner ..... WIP
Fraser Kelly—Fraser Kelly ..... TSS
Freckles—Henry Formhals ..... NEA
Fred & Others—Ron Tandberg ..... UFS
Fred Basset—Alex Graham ..... PHS
Freddy—Robert Baldwin ..... PHS
Free For The Asking—Harriet Hart ..... CWF
Freighter Travel, Travel Scene—Norman Austin ..... HIS
Friday Foster ..... CTN
From Bill Stahl's Camera—Bill Stahl ..... PIC
From Issues to Ashes—Herman Slavin ..... CIT
From New York—Creighton Peet ..... FRO
From the Left—Michael Harrington ..... WSS
From the Right—Wm. F. Buckley Jr. ..... WSS
Front Row—Dave McIntyre ..... CNS
Frontiers of Science—Andrea Bresciani, Robert Raymond, Stuart Butler, Ph.D. ..... LAT
Fun And Games—B. Green ..... BRS
Fun with Figures—J. A. H. Hunter ..... SUN
Funky Winkerbean—Tom Batiak ..... PHS
Funsters—John Broudhecker ..... AF

G

Gabe & Loki—Ross E. Bunch ..... CEN
Gabriel Graphics Inc. ..... GNB
Gallup Poll Public Opinion News Service—Dr. George H. Gallup ..... PHS
Garden Column—Tom Stevenson ..... LTWP
Garden Queries—Art Kozelka ..... CTN
Garden Question Box—Tom Stevenson ..... LTWP
Gardening—Irwin Jones ..... DF
Gardening—John Bradshaw ..... SUN
Gardening—Fred Dale ..... TSS
Gardening For Fun—Cindy Smith ..... CRE
Gardens—Dorothy H. Jenkins ..... DHJ
Gary Player's Golf Class—Gary Player ..... KFS
Gasoline Alley—Dick Moores, (daily), Bill Perry (Sunday) ..... CTN
General News Fillers ..... STF
General News Item Spotnews ..... WUP
General Sports Fillers ..... STF
George's Generation Gap—George Ernst ..... MOR
Gil Thorp—Jack Berrill ..... CTN
Gile Without Guile—John Gile ..... GIL
Ginger Urla—Getterman ..... UFS
Girls, The—Franklin Folger ..... PHS
Glad You Asked That!—Hy Gardner ..... PHS
Glasser Guide—Selma Glasser ..... GLA
Glasserfied Directory—Selma Glasser ..... GLA
Glazed Bits—Barney Glazer ..... TCN
Global Report ..... SUN
Global TV—Sandy Raines ..... RA
Going Our Way—Bob Sloane ..... STR
Golden Age—Robert Hoover ..... DF
Golden Years—Thomas Collins ..... GFC
Golf Hints & Highlights—Billy Casper ..... NNS
Good Curling—Neil MacCarl ..... TSS
Good Earth Almanac —Mark Gregory ..... UNP
Good News—Frank Macomber ..... CNS
Good News Only—Roger Sharp ..... CIT
Good Old Days, The—Erwin L. Hess ..... UFS
Gordo—Gus Arriola ..... UFS
Goren On Bridge—Charles Goren ..... CTN
Gourmet On A Budget—Sandal & Pritch English ..... ENG
Government Contract Administration—Porter B. Williamson ..... MSC
Government Quiz—Prof. Carl Kalvelage & Peter Anderson ..... CIT
Graffiti—Bill Leary ..... MCN
Granpa's Boy—Brad Anderson ..... SM
Grant Editorial Cartoon—Lou Grant ..... LAT
Graphic News Bureau ..... GNB
Grass Roots Clippings—Kedwin Hoover ..... HTF
Great Books Crossword Puzzle ..... KFS
Grin & Bear It—George Lichty ..... PHS
Gross on Sport—Milton Gross ..... UFS-NANA
Grounds For Divorce—Ruth Davis ..... HEA
Growing Old Rebellinously—Phil Kelly ..... NPF
Grubby—Warren Sattler ..... SM
Gummer Street—Phil Krohm ..... UFS

H

Hair Do's—Do It Yourself—Paul Hamlin ..... SPS
Hairbreadth Harry ..... LED
Half Hitch—Hank Ketchum ..... KFS
Handi-Grid Ratings—Mort Olshan ..... MOS
Handy Family, The—Lloyd Brimingham ..... GFC
Happier Living—Phillis Mitchell ..... MIT
Have Fun!—Lee Bryan ..... BLA
Have You Met?—Y. L. Tialeliff ..... NPS
Hayakawa Column—Dr. S. I. Havakawa ..... RTS
Haynie Editorial Cartoon—Hugh Haynie ..... LAT
Hazel—Ted Key ..... KFS
Headlines—Bill Dana ..... LAT
Heads or Tails—Jerry Robbins ..... ECS
Health Capsules—Dr. Petty Jud Hurd ..... UFS
Heart of Juliet Jones, The—Stan Drake ..... KFS
Heartine ..... CNS
Hector The Director—Rama Braggiotti ..... LED
Helen Help Us!—Helen Bottel ..... KFS
Helen Homemaker—Gean and Lloyd Birmingham ..... NPF
Help Police!—Buddy Basch ..... BAS
Hemisphere Report—William Glaudoui ..... CNS
Henry—John Liney & Don Trachte ..... KFS
Henry J. Taylor—Henry J. Taylor ..... UES
Herblock Editorial Cartoon—Herbert L. Block ..... PHS
Here's How—Genebary ..... CNS
Heritage of the American Businessman—Michael H. McBride ..... HER
Hesse Editorial Cartoon—Don Hesse ..... LAT
Hi and Lois—Mort Walker and D. K. Browne ..... KFS
Hi-Fi Equipment—Barney Glazer ..... TCN
Hints For The Home—Bob Mattis ..... CTN
Hints From Heloise ..... KFS
Historical Fillers ..... CNS
History's Scrapbook ..... CSP
Hizzoner—Bill Feld ..... UFS
Hockey For Minors ..... TSS
Holiday Happenings Xmas Cartoons—Art Gates ..... GF
Hollywood—Dorothy Manners ..... KFS
Hollywood Beauty—Lydia Lane ..... LAT
Hollywood Beat—Bill Lane ..... WOR
Hollywood—Vernon Scott ..... UPI
Hollywood Diary (Films/TV)—Barney Glazer ..... TCN
Hollywood Hotline—James Bacon ..... UFS-NANA
Hollywood News Wire—Barney Glazer ..... TCN
Hollywood Personalities ..... OPS
Hollywood Scene—John Austin ..... HIS
Hollywood Star Interviews—J. Finletter ..... BPS
Hollywood Who-Ha—Bonnie Rogers ..... GRG
Hollywood Today—Norman Lee Browning ..... CTN
Hollywood's Lost Generation—John Austin ..... HIS
Hollywood's Unsolved Mysteries—John Austin ..... HIS
Home—Ann Jermyn & George Adams ..... DHJ
Home Improvement—Bernard Gladstone ..... NYTS
Home Line—Dorothy Ritz ..... LAT
Home Town Flavor—Kerwin Hoover ..... HTF
Homeowners Money Savers—Douglas Toumey ..... GFC
Homemakers Service Bureau—John L. Scherer ..... SCH
Homes—Dorothea M. Brooks ..... UPI
Homes Decorating—Janice Jordon ..... DF
Honeydew—Henry Gaines Goodman, Jr. ..... GOJ
Hoop Ratings—Mort Olshan ..... MOS
Horoscope—Francesco Waldner ..... MIL
Hot Stove League—Bob Kruse ..... NLI
House Doctor, The—Herman Baum ..... RTS
House of the Week—Andy Lang ..... APN
House Plans—Gerry Bishop ..... UFS
Household—Ida Fried ..... ESP
Household Hints ..... UPI
Household Scrapbook—Roberta Lee ..... WLG
Housing News—Hugh L. Morris ..... MNS
How Can I???—Anne Ashley ..... WLG
How Come?—Lo Linkert ..... CSP
How Does It Work—Bruce Bailey ..... CF
How It's Made And Functions ..... LUI
How To Be A Supermother—Dick Harris ..... HAA
How—To Decorating Articles—Arthur S. Green ..... GRE
How to Keep Well—Dr. Theodore R. Van Dellen ..... CTN
How To Take the Pun Out of Golf—Dick Harris ..... HAA
How We Test, Measure, Control ..... LUI
How's Business? ..... BAB
Hubert—Dick Wingert ..... KFS
Human Side of Science ..... LUI
Humor Side—John Nichol ..... CTN
Hutch Panel—Hutch ..... AND

I

I Loved It . . . I Hated It!—William Arthur ..... CIT
Idea Chaser—Jerry Langell ..... AF
Ideas, Issues, & Insights—Harry Humphreys ..... PUB
If Your Name Is—Ann Reynolds, Ph.D ..... RFS
Iffy—Steven Amy ..... UFS
Illustrated Bible Lesson—Alfred Buescher ..... KFS
In The Public Interest—Ralph Nader ..... NRF
Indoor Gardening—Katherine B. Walker ..... PHS
In A Ringside Seat—Sam Taub ..... NEW
In Sports—Phil Kelker ..... AEW
In the Land of the Midnite Fun—Sarge O'Neil ..... SOU
In The News—George Grunewald ..... CF
Inside Astrolony—Madeleine Monnet ..... UFS
Inside Auto Racing—Don O'Reilly ..... AU
Inside Daytime T.V.—John Austin ..... HIS
Inside Fashion—Eugenia Sheppard ..... PHS
Inside Labor—Victor Riesel ..... PHS
Inside London—Susan Francis ..... HIS
Inside Religion—Rev. Lester Kinsolving ..... NNS
Inside Report—Rowland Evans & Robert D. Novak ..... PRS
Inside Washington—Robert S. Allen ..... PHS
Insight—Hal Suit ..... MGN
Insight—John Wykert ..... NANA
Inspector Markham—E. Leegestra ..... DWL
Insurance Adviser—Saul Sokol ..... DF
Insurance For Consumers—Dave Goodwin ..... GOO
Intelligram ..... WWI
Interior Decorating—Genevieve M. Fernandez ..... UFS
International Adventure (Numismatic)—Julius Weiss .. WEI
International Adventure (Philatelic)—Julius Weiss .. WEI
International Designer Patterns—Spadea ..... SPS
International Service of Original & Reprint Cartoons .. ROA
International Syndication of Cartoons ..... OPS
Interpretive Report—Richard Wilson ..... RTS
Interviews With Name Entertainers—Jerry Bishop ..... BIS
Investors' Guide—Sam Shulsky ..... KFS
Isn't It The Truth?—Charles Rehns ..... REH
Isn't It The Truth—Carl Riblet, Jr. ..... INO
It Happened In Canada—Gordon Johnston ..... TSS
It Happened Last Night—Earl Wilson ..... PHS
It's A Cockeyed World—Joe Kaliff ..... AMF
It's A Laugh—Rube Weiss ..... BLA
It's Love—Chuck Bowen and Gwen Bowen ..... UNP
It's My Opinion—Irene Corbally Kuhn ..... CF
It's News To Me—Herb Caen ..... CHR
It's Tough, But You Can Make It—Vernon E. Brown ..... CNS
It's Your Money—Windell Coltin ..... GFC
It's Your Landscape—George Creed ..... PHS-MIL

TITLES OF BY-LINED FEATURES

J

Jack Knife & T. Spoon—Sarge O'Neill ..... SOU
Jack Nicklaus on Golf—Jack Nicklaus ..... PHS
Jackson Twins—Dick Brooks ..... MCN
Janeway Economic Column—Eliot Janeway ..... CTN
Jasper—James Simpkins ..... CWF
Jazz Column—Leonard Feather ..... LTWP
Jeane Dixon Horoscope—Jeane Dixon ..... CTN
Jeane Dixon Predictions ..... CTN
Jeff Cobb—Peter Hoffman ..... GFC
Jeffrey Hart ..... KFS
Jelly Side Down—Nancy Stahl ..... UNP
Jerry Parker Column—Jerry Parker ..... LTWP
Jerry Izenberg on Sports—Jerry Izenberg ..... PHS
Jes' Smith—Johnny Pierotti ..... CF
Jest A Minute—George Daugherty ..... CTN
Jest For Laffs—Audiel Bransford ..... CEN
Jews in Sports ..... JTA
Jim Proudfoot—Jim Proudfoot ..... TSS
Jimmy The Greek—Jimmy Snyder ..... PHS
J. J.—Roy Dewar ..... RTS
Joe Palooka—Haskell Cohen & Tony Di Preta ..... MCN
John Crosby Column—John Crosby ..... LAT
John Nichol—Sen. John Nichol ..... SUN
John Sinor Column—John Sinor ..... CNS
Johnny Hazard—Frank Robbins ..... KFS
Joseph Gelmis Column—Joseph Gelmis ..... LTWP
Josh Billings—Sez—Rube Weiss ..... BLA
Joyce Haber Column—Joyce Haber ..... LAT
Judge Parker—Dr. N. P. Dallis and Harold Le Doux ..... PHS
Judith Viorst Column—Judith Viorst ..... WSS
Jumble—Bob Lee & Henri Arnold ..... CTN
Junior Editors—Joe Cunningham ..... APN
Junior Jumble—Bob Lee & Henri Arnold ..... CTN
Junior Whirl—Hal Kaufman ..... KFS
Just Something Pretty—Cindy Smith ..... CRE
Justice Long Cartoon Service—Roy Justin, Scott Long ..... RTS
Justice Stories ..... CTN

K

Kannine Korner—Francis X. Lohmann ..... KAN
Karikature Karnival—Joe Kaliff ..... AMF
Karpin on Bridge—Fred Karpin ..... CTN
Katzenjammer Kids, The—Joe Musical ..... KFS
Keasler, John—John Keasler ..... MCN
Keeping Posted—Paul J. Weis ..... CNS
Kelly—Jack Moore ..... UNP
Kerry Drake—Alfred Andriola ..... PHS
Kevin P. Phillips and The Phillips Survey—
Kevin P. Phillips ..... KFS
KFS Crossword Puzzle—Eugene Sheffer ..... KFS
King Editorial Cartoon—Warren King ..... CTN
Kingsbury Smith ..... KFS
Kitchen Cynic—Ben Sharfman ..... AMF
Kitty Higgins—Fred Johnson ..... CTN
Know Your Antiques—Ralph and Terry Kovel ..... RTS
Know Your Faith ..... NCF
Know Your State Contest ..... SF
Knudson's Golf—George Knudson ..... SUN

L

Labor Report—Ed Finn ..... TSS
Ladies Day—John Rouson ..... GFC
Ladies First—Trixie Belmont ..... UFS-WNS
Ladults ..... COM
Laff-A-Day ..... KFS
Laff of the Week ..... CSP
Larry From Punch—Larry ..... BPS
Las Vegas After Dark—Damon Loy, Dart Anthony ..... CEN
Las Vegas News Letter—Jack Lewis ..... BPS
Las Vegas/Reno/Tahoe—Barney Glazer ..... TCN
Latin America ..... FNS
Laugh It Off—Syd Hoff ..... KFS
Laughing Matter—Salo ..... CTN
Laugh Time—Bob Shroeter ..... KFS
Laughout ..... COM
Laughs From Europe ..... RTS
Laurence Laurent Column—Laurence Laurent ..... LTWP
Lautens Column—Gary Lautens ..... TSS
Lawrence Dispatch—David Lawrence ..... PHS
Legal Aid—Martin J. Ross ..... LAW
Legal Briefs—G. Wood ..... MGN
Leisure Time—Mildred Gibson ..... NNS
Legal Laffs—Rube Weiss ..... BLA
Lerner Column—Max Lerner ..... LAT
Lesson in English—W. L. Gordon ..... WLG
Let's Ask the Cook—Nan Wiley ..... RTS
Let's Make—Ben Corey ..... HAR
Let's Reminisce—Helen M. Pagel ..... CNS
Let's Sew ..... KFS
Let's Stay Well—Dr. Eugene Scheimann ..... UFS
Let's Take Pictures—Irvine A. Brace ..... MIL
Let's Talk—Rev. Lee Truman ..... CNS
Let's Talk About Your Car—Ray Hite ..... ECS
Liberated Woman—Mary McGrath ..... UFS
Life Begins At Forty—Robert Peterson ..... MCN
Life In Music—The Dameans ..... NCF
Life In The Suburbs—Al Smith ..... SM
Life's Like That—Fred Neher ..... UFS
Life's Little Moments—Jerry Stewart ..... AF
Lighter Side—Dick West ..... UPI
Like It Is By Me, Ali—Muhammed Ali ..... LED
Li'l Abner—Al Capp ..... CTN
Li'l Ones—Jim Whiting ..... GFC
Limelight—Jerry Sheeder ..... NLI
Linny The Yippy—Sarge O'Neill & Bill Wright ..... SOU
Little Brother Hugo—Bill Perry ..... CTN
Little Eve—Jolitz ..... GFC
Little Farmer—Kern Pederson ..... SM
Little Iodine—Bob Dunn & Hy Eisman ..... KFS
Little Joe—Robert Leffingwell ..... CTN
Little King, The—Otto Soglow ..... KFS
Little Orphan Annie ..... CTN
Little Pearls—Marguerette Gilmore ..... QUE
Little Pedro—William de la Torre ..... LAT
Little People's Puzzle—Lee White ..... UFS
Little Sport—John Henry Rouson ..... GFC
Little Woman, The—Don Tobin ..... KFS
Live 'n Laff—Rube Weiss ..... BLA
Live Longer Be Happy—Charles Rehns ..... REH
Live Within Income—Anne Taylor ..... APN
Living—Hal Holland ..... SM
Living As You Like It—Frances Nugent ..... CSP
Living Scriptures—Jack Hamm ..... SM
Loeb on Wall Street—Gerald M. Loeb ..... UFS-NANA
Lockhorns, The—William P. Hoest ..... KFS
Lois Holmes Knitting Patterns—Lois Holmes ..... LAT
Lolly—Pete Hansen ..... CTN
London Express Feature Service ..... UFS
London Express News Report ..... UFS
London Report—Norman Moss ..... WNS
Lonely Heart—Herc Ficklen ..... AVA
Look and Learn—W. L. Gordon ..... WLG
Look Smart!—Harry Juster ..... RTS
Lou Edman Describes—Lou Edman ..... EDM
Louie—Harry Hanan ..... CTN
Love Is—Kim Grove ..... LAT
Love on Life—Philip H. Love ..... MCN
Lubor J. Zink—Lubor J. Zink ..... SUN
Lucero Arroyo (Spanish) ..... KFS
Lucille Rivers On Sewing—Lucille Rivers ..... AD
Lumpits—Mal Hancock ..... WSS
Luther—Brumsic Brandon Jr. ..... LAT
Lyons Den, The—Leonard Lyons ..... PHS

M

MacNelly Editorial Cartoons—Jeff MacNelly ..... CTN
MacPherson Cartoons—Duncan Macpherson ..... TSS
Mad Moments In Americana—Tom Kuncel ..... OTH
Magazine Exclusives ..... CTN
Magic Carpet Over Broadway—Joe Kaliff ..... AMF
Magic Spell—Hal Kaufman ..... KFS
Main Street Column—Ted Green ..... PWF
Man and Medicine—Irwin J. Polk, M.D. ..... CNS
Man To Man—Bill Thomas ..... NPF
Mandrake The Magician—Lee Falk and Fred Fredericks ..... KFS
Mannes Speaking—Marya Mannes ..... UFS-WNS
Marga Eyes The Stars—Marguerette Gilmore ..... QUE
Margo—Margo Coleman ..... PHS
Marianne Means' Washington—Marianne Means ..... KFS
Marilyn Beck's Hollywood—Marilyn Beck ..... NYTS
Marilyn Goldstein Column—Marilyn Goldstein ..... LTWP
Marilyn Manion ..... AM
Mark My Words—Jim Fiebig ..... GFC
Mark Trail—Ed Dodd ..... PHS
Mark Trail's Outdoor Tips—Ed Dodd ..... PHS
Market Comments—Carl Ritter ..... CNS
Marmaduke—Brad Anderson ..... NNS
Marriage and Sex—Various Medical Doctors ..... BPS
Martin Bernheimer Column—Martin Bernheimer ..... LTWP
Martin's International Newsreel—M. W. Martin ..... MAR
Marvin Kitman Column—Marvin Kitman ..... LAT
Mary McGrory Column—Mary McGrory ..... WSS
Mary Worth—Allen Saunders and Ken Ernst ..... PHS
Matrimony ..... COM
Matter of Fact—Joseph Alsop ..... LAT
Matters of Substance—T. Jerome Bishop ..... BIB
Mauldin Editorial Cartoon—Bill Mauldin ..... PHS
Maw Green ..... CTN
Max & Mini—Doug Wright ..... ARG
McGrady Column—Mike McGrady ..... LTWP
McKensie Porter Column—McKenzie Porter ..... SUN
Medical Memos—H. L. Herschensohn, M.D. ..... LAT
Medicalia—M. W. Martin ..... MAR
Medicare—Reamer Keller ..... AD
MediFax and Fiction ..... LUI
Meditation—Peter Max ..... PHS
Mel Martin Enterprises—Mel Martin ..... MME
Mel Martin Reports—Mel Martin ..... MME
Meltzer on Real Estate—Bernard Meltzer ..... PHS
Memo To Caesar—D. K. Woodman ..... HPS
Memory Quiz—Donald Saltz ..... MEM
Men's Wear—Walter Logan ..... UPI
Menus, Food—Mary Meads ..... CTN
Merry Mixup—Barbara Jones ..... AF
Mickey Finn—Lank Leonard ..... MCN
Mickey Mouse—Walt Disney ..... KFS
Mid-Town Mayor—Farnham Dadgeon ..... CSP
Military Affairs—L. Edgar Prina ..... CNS
Military Analysis—Brig. Gen. S. L. A. Marshall ..... LTWP
Military Report—Col. R. D. Heinl, Jr. ..... NANA
Milt Dunnell—Milt Dunnell ..... CTN
Mind Your Money—Peter Weaver ..... LAT
Mini Reviews—Gene Siskel ..... CTN
Minit Doodle—Louis Maglia ..... AF
Minute Mechanic—Tedde Martin ..... HAR
Miracle Gardeninn—J. Finletter ..... BPS
Mirror of Your Mind—John Cowell ..... KFS
Mirrors of Washington—Isabelle Shelton ..... UFS-NANA
Miss Peach—Mell ..... MIL
Miss Peach—Mell Lazarus ..... PHS
Moco—Morgensen and Cornelius ..... LAT
Modern Bridge—J. Fern ..... BPS
Modern Etiquette—Roberta Lee ..... WLG
Mohr About Fashion—Berta Mohr ..... MOH
Mohr On Modes—Beth Mohr ..... CNS
Mom's Lunch—Rose Irene Hamner ..... STH
Money Matters—Dave Goodwin ..... GOO
Money Matters—Carl Ritter ..... CNS
Money In Your Pocket—Martha Patton ..... CTN
Monthly Mention—Eff Thomas ..... MM
Momma—Mel Lazarus ..... PHS
Moon Messages—Cullen Moore ..... CMS
Moon Mullins—Fred Johnson ..... CTN
Moore's Moves—Christopher Moore ..... RA
Moose Miller—Bob Weber ..... KFS
Morning Report—Abe Mellinkoff ..... CHR
More For Your Money—Lawrence Gatton ..... WSS
More of Hollywood's Unsolved Mysteries—John Austin ..... HIS
Morrie Ryskind Column, The—Morris Ryskind ..... WSS
Mostly About People—R. Osborne ..... OHF
Mostly Male—"Doc" Goodwin ..... DF
Motor Racing—Ed Dunckelmann ..... INF
Motor Tips—Stirling Moss ..... BPS
Motorways—Jeff Cushing ..... CNS
Movie Mailbag—Barney Glazer ..... TCN
Movie Review Wrapup—Rex Reed ..... CTN
Mr. Abernathy—Ralston Jones and Frank Ridgeway ..... KFS
Mr. C.—Eugene O'Bannon and James Payette ..... UNP
Mr. Tweedy—Ned Riddle ..... GFC
Mrs. Bee, The Working Wife—Howard Bougher ..... AF
Mrs. Fitz—Frank Roberge ..... KFS
Ms. Golf—Maggie Hathaway ..... WOR
Muggs & Skeeter—Wally Bishop ..... KFS
Murray Sports Column—Jim Murray ..... LAT
Music Whirl—Buddy Basch ..... BAS
Mutt & Jeff—Al Smith ..... MCN
Mutual Funds—Charles J. Elia ..... UFS
Mutual Funds—Russell Van Denburgh ..... CNS
My Answer—Billy Graham ..... CTN
My Name Is Aaron—Aaron Sussaman ..... CHR
My Success Story ..... BPS

N

Nana News Service ..... UFS-NANA
Nana Pony Report ..... UFS
Nana Weekend Report ..... UFS
Nancy—Ernie Bushmiller ..... UFS
National Commentary—Charles E. Terry ..... NLI
National Security Affairs—Ira C. Eaker, Lt. Gen. Ret. ..... GFC
National Whirligig—Ernest Cuneo ..... UFS-NANA
Nature—Edward S. Thomas ..... DF
Nature Column—Irston Barnes ..... LTWP
Naturebug—John Hazlett & Edward S. Thomas ..... DF
Needlecraft Pattern Features—
Alice Brooks and Laura Wheeler ..... KFS
Neighbors, The—George Clark ..... CTN
Nero Wolfe—Rex Stout ..... CF
New Ideas Products ..... SA
New Politics—Milton Viorst ..... WSS
New Products—Worth Cole ..... NPF
New Products Roundup ..... ICS
New Year Tips For You—Cullen Moore ..... CMS
New York News Crossword ..... CTN
New York Times Crossword ..... NYTS
New York Today—Albert Theroux ..... NEW
New York Woman—Lucianne Goldberg ..... WNS
News and Views—R. I. Queen and B. A. Queen ..... PWF
News Focus—Charles Bartlett ..... PHS
Newsco Specials ..... NPF
Newspictures ..... NPF
Newspictures ..... NPI
Nick Thimmesch Column—Nick Thimmesch ..... LAT
North American Woodlore—Jim Janeway ..... SUN
Notes From The Wine Cellar ..... GRN
Notes On The News—Charles D. Pearson ..... PEA
Nothing But The Facts—Nancy Lane ..... WOR
Nothing But The Truth—Russ Arnold ..... SM
Now!—Gene Loyd ..... RTS
Now See Here!—Bert Bacharach ..... KFS
Now You Know ..... UPI
Nubbin—James Burnett and Henry Boltinoff ..... KFS

O

Oberdorfer Column—Don Oberdorfer ..... LTWP
Odd-Ditties—John Milton Hagen ..... GNF
Of All Places—Horace Suton ..... PHS
Of Arms And Men—Col. Robert D. Heinl Jr. ..... UFS
Of God & Man—Louis Cassels ..... UPI
Of Smith and Men—Jack Smith ..... LTWP
Off The Beaten Track—Bernard Gelman ..... GEL
Off the Record—Ed Reed ..... RTS
Off the Record—John Gile ..... GIL
Off the Shelf—Lee Carr ..... GRG
Offbeat Diary ..... CNS
Office Hours—Cy Olson ..... KFS
Office—Ours ..... COM
Old Farmers Almanac ..... UFS
Olga Knows—Olga ..... CHR
Oliphant Editorial Cartoon—Pat Oliphant ..... LAT
On Being Black—Sandra Haggerty ..... LAT
On Broadway—Ray Wilson ..... NEW
On Campus—Phil Frank ..... RTS
On Stage—Leonard Starr ..... CTN
On The Line—Bob Considine ..... KFS
On the Other Hand—Dolores Curran ..... NCF
On Wines—Bill Sonstein ..... SON
On The Wire—John J. Westley ..... DIS
On This Day—Estey I. Reed ..... SS
One For The Road—Arthur Godfrey ..... UFS-NANA
Once Over Lightly—Ann Rudy ..... CNS
One Mother's View—Mary Carson ..... NCF
Only In America—Harry Golden ..... UFS
On-Ed ..... NYTS
Open House—James M. Woodard ..... CNS
Orben's Comedy Fillers—Robert Orben ..... COY
Organic Living—Robert Rodale ..... CTN
Ottawa Report—Peter Desbarats ..... TSS
Otto Sez—Frank Nickens ..... HPS
Our Celestine—Celestine Sibley ..... WNS
Our Children—Dr. Willard Abraham ..... CNS
Our Environment—Stewart Udall & Jeff Stansbury ..... LAT
Our Film Folk—Herbert G. Luft ..... JTA
Our New Age—Anthelstan Spilhaus & Gene Faucette ..... PHS
Our Only World—Roger Caras ..... RTS

Our Religious—Dr. Carlyle Adams ..... RTS
Our Times—Smith Hempstone ..... WSS
Out of Orbit—Herc Ficklen ..... AVA
Outdoor Guideposts—Fred Luks ..... OUG
Outrider—Garry Wills ..... UNP
Over Broadway & Hollywood—Phil Kalker ..... AEW
Over View—Miles Copeland ..... GRN

P

Palmer Method—Arnold Palmer ..... NNS
Pan American Report ..... CNS
Panorama—David Schwartz ..... JTA
Parade of Books—Ralph Hollenbeck ..... KFS
Parade of Homes ..... HOM
Parents and Children—Saul Kapel, M.D. ..... CTN
Parents and Children—Arnold Arnold ..... NNS
Parents Ask—Gesell Institute of Child Development—
Louise Bates Ames, Ph.D. ..... PHS
Passport To Everywhere—Ron Butler ..... NPF
Past Sixty—Meg Hale ..... HAL
Patches Of Brier—Prof. Warren J. Brier ..... CIT
Pat's Pointers—Pat Trexler ..... PHS
Pattern Party ..... KFS
Pattern For Better Living—Steve Ellingson ..... UB
Patterson's People—Gene Patterson ..... AF
Paul Harvey News—Paul Harvey ..... GFC
Peacock Alley—Ethel Burge ..... BUR
Peanuts—Charles M. Schulz ..... UFS
Pee-Wee—Jerry Iger ..... PF
Pen Is Mighter Than the Couch—Patricia Larin ..... LAV
Pennsylvania Avenue—Mike O'Connor ..... CNS
Penny Thoughts—Michael Fortuna and Jackie Spears ... AF
People and Problems—Martin J. Ross ..... LAW
People Places and Products—Hilland Knowlton, Inc. .. GNB
People Watching—Robert York ..... AF
Perkins—John Miles ..... RTS
Permanent Bookshelf ..... ICS
Personal Tips to Teen-Agers—Dorothy Ricker ..... RTS
Personality Spotlight ..... UPI
Pets And Their People—Alice Scott ..... UFS
Pet Health—Dr. Stan Jackson ..... CNS
Phantom, The—Lee Falk and Seymour Barry ..... KFS
Philatelic News—Gustav Detjen, Jr. ..... DET
Philip Wagner Column—Philip Wagner ..... WAG
Phillip's Flock—"Doc" Goodwin ..... DF
Photo News Features—Dave Sommer ..... RNS
Photo Fun—Gilbert Hill ..... CNS
Phyllis Mitchell Column—Phyllis Mitchell ..... MIT
Pick of Punch—Punch Magazine Contributors .... SUN-LAT
Pictorial Pages ..... KFS
Picture of Health ..... LUI
Picture Show ..... APN
Pigskin Prophecy—Most Olshan ..... MOS
Pike's Personalities—Charles E. Pike ..... RA
Pikes Pique—Mike Pike ..... QUE
Pilote Tempete—Henk Sprenger ..... DWL
Pinup Photos ..... GRE
PIXies—Jack Wohl ..... UFS
Plain Jane—Frank Baginski ..... MCN
Play—Doug & Keith Gilmore ..... TEL
Play Funnies—Becky ..... CTN
Pluribus—Bill Rechin ..... ART
Poems—Norman Kirk ..... KIR
Poetry, Art—Wolf Pasmanik ..... WUP
Pogo—Walt Kelly ..... PHS
Point Of View—Don Freeman ..... CNS
Point of Youth—Elizabeth Weiner ..... YES
Points for Parents—Mary Brown ..... RTS
Political Cartoon—D. Boyd & G. Wood ..... MGN
Political News ..... PWF
Political Parade—David S. Broder ..... LTWP
Pollucrats—Gordon & Mark Larkin ..... AF
Polly—Mal Hancock ..... CTN
Ponytail—Lee Holley ..... KFS
Pop Scene Service—Barbara Lewis ..... UFS
Popeye—Bud Sagendorf ..... KFS
Pops—George Wolfe ..... SM
Popular Medicine ..... BPS
Popular Records—William Laffler ..... UPI
Portrait of An Athlete—Phil Kalker ..... AEW
Postcards —Stan Delaplane ..... CHR
Poster—Nicholas Von Hoffman ..... KFS
Potomac Fever—Bob Williams ..... RTS
Potpourri ..... YES
Power and Sail—Almon Lockabey ..... GFC
Power of Faith—Woodi Ishmael ..... APN
Power to the Parents—Joseph & Lois Bird ..... DDS
Prayers For the 20th Century—Davis & Maley .... HEA
Presidential Report—Warren Rogers ..... CTN
Premier Crossword Puzzle with Cryptoquip—Jo Paquin KFS
Prince Valiant—Hal Foster ..... KFS
Prizeweek—B. B. Considine ..... DWL
Prizeweek Puzzle ..... UFS
Prizewords ..... EFS
Pro Pix—Mort Olshan ..... MOS
Professor Phumble—Bill Yates ..... KFS
Progress Of Peoples—Barbara Ward ..... NCF
Promising Patents And Products ..... LUI
Prominent Designer Pattern Features—Various Designers KFS
Pros & Kahns—J. Kesner Kahn ..... AM
Punch Imlach—Punch Imlach ..... SUN
Punch Line-of-Week ..... CSP
Pun-Kins—Pat Anderson ..... AND
Punsent Prayer—Rev. Phil E. Pierce ..... PUN
Puzzle Face—Len Rush ..... MOR
Pye's Pieces—Eunice Pye ..... WOR

Q

Q & A About Sex For Teenagers—Jean Martin .... ECS
Q & A—Hotline to Hollywood—Jack Dame ..... EXC
Queenie—Phil Interlandi ..... KFS
Questions Women Ask—Dr. Eleanor Rodgerson ..... CNS
Quickies—Ken Reynolds ..... REY
Quincy—Ted Shearer ..... KFS
Quirks in the News ..... UPI
Quite Rightly So—Lowell Ponte ..... MCN
Quiz Hall—Wilton E. Hall ..... HPS
Quizword—Crossword ..... MIL
Quote Acrostic—Charles Preston ..... LAT
Quote & Unquote—Edwin T. Grandy ..... GNF
Quotes From the News ..... UPI

R

Racing Form Selections ..... CTN
Rafferty Column—Dr. Max Rafferty ..... LAT
Rainespout—Sandy Raines ..... RA
Raising Adults—Bonnie Fuson ..... GRG
Raspberry Column—William Raspberry ..... LTWP
Ray Carr Talks Cars—Daniel M. O'Connell ..... CAF
Read and Remember—W. L. Gordon ..... WLG
Reader's Courtroom—Henry B. Rothblatt ..... GFC
Real Estate ..... UPI
Real Names/Reel Names—Buddy Basch ..... BAS
Record Rap Review—John Austin ..... HIS
Record/Tape Reviews—Barney Glazer ..... TCN
Redeye—Gordon Bess ..... KFS
Reflections—Guy Wright ..... LED
Religion—Paul A. Kruger ..... NLI
Religion: 1972—Claire Cox ..... CNS
Religion and The Times—Jesse H. Merrell ..... MER
Religion In Review ..... RNS
Religion Is Now—Mike Bennett ..... CSP
Religious Drawings—Jack Hamm ..... REL
Religious Meditation—John M. Schofield ..... MLD
Religious News Reporter ..... RNS
Religious Series Features—T. Jerome Bishop ..... BIS
Report From Paris—Monique ..... CTN
Retirement Report—Theodor Schuchat ..... UFS-NANA
Review of The News ..... UPI
Reviewing The New Sport Books—Phil Kalker ..... AEW
Reviewing The New Movies—Phil Kalker ..... AEW
Revolutionary Times, U.S. History ..... SPS
Rex Morgan, M.D.—Dr. N. P. Dallis,
Marvin Bradley and Frank Edgington ..... PHS
Richard Joseph Column—Richard Joseph ..... CTN
Rhythm Mode—Hollie West ..... LTWP
Rick O'Shay—Stan Lynde ..... CTN
Right On!—Paul Greenberg ..... UNP
Righter, Carroll Horoscope—Carroll Righter ..... MEN
Rights'n Wrongs—Riv Tobin ..... CNS
Ring It Rich Contest ..... SF
Rip Kirby—John Prentice and Fred Dickensen ..... KFS
Rip Tide—Herrona and Grandenett ..... CF
Ripley's Believe It Or Not! ..... KFS
Rise of the Republic—Robert Bett ..... CNS
Rivets—George Sixta ..... PHS
Robert Kirsch Column—Robert Kirsch ..... LTWP
Rod Chance—Stanley H. Brams and Howard Whims .. CF
Rosettes—Elinor K. Rose ..... ROS
Rowan Column—Carl T. Rowan ..... PHS
Royal Entertainment—Rex Reed ..... CTN
Royce Brier—Royce Brier ..... CHR
Rural Delivery—Al Smith ..... SM
Russell Says—John L. Russell, Jr. ..... RA
Ryatts, The—Jack Elrod ..... PHS

S

St. John's Journal—Jeffrey St. John ..... CNS
Sally Bananas—Charles Barsotti ..... LAT
Salute—Jerry T. Baulch ..... APN
Sam Scout—L. Glascow—W. Clay ..... WOR
Sammy Lump—6tw-4e2¼"-orp—Donald Knudsen .... UNN
Sanders Editorial Cartoon—Bill Sanders ..... PHS
Sandy—James Unwin ..... HPS
Saturday Review Book Service For Newspapers—
John Barkham, Editor ..... SAT
Say It Straight—Victor Lasky ..... NANA
Scamp—Walt Disney ..... KFS
Scan Features—Rex Roper ..... RA
Scenic America Photos ..... GRE
Science—Mary Jane Bergen ..... EPS
Science For You—Bob Brown ..... GFC
Science Today ..... UPI
Science Today—Dr. Wendell A. Mordy ..... SCI
Scientific News ..... PWF
Scramble Steps—Charles J. Basche, Jr. ..... BAS
Scrambler, The—Clarice J. Cinders ..... AR
Scramlets—Clay Pollan ..... MCN
Second Income—Donald M. Levin & Morris Strauss .. CIT
Secret Agent Corrigan—
Al Williamson & Archie Goodwin ..... KFS
Segal Column, Robert E.—Robert E. Segal ..... SAF
Self-Help-to-Charm—Harriet Carlson ..... HC
Sen. Barry Goldwater Column—Sen. Barry Goldwater .. LAT
Senator Soaper Says—Bill Vaughan ..... UFS-NANA
Senior Forum—Paul Hightower ..... GFC
Senior Citizens New Review—Ed Nassauer ..... ICS
Serialized Books ..... ZUB
Sesame Street—Cliff Roberts and
The Childrens Television Workshop ..... KFS
Seventeen—Lansky ..... CTN
Sew Biz—w-600/700—Julia C. McCombs ..... CDE
Sew Column, Designer Sew Tips—Dale Cavanaugh .... SPS
Sew Simple—Eunice Farmer ..... RTS
Sew What—Audrey Lane ..... CSP
Sew What's New?—Sandra Kelly ..... UNP
Sex Is Big Business—John Austin ..... HIS
Sgt. Stripes Forever—Bill Howrilla ..... NEA
Shadow Mischief—Dr. Richard Smith ..... UNP
Shanghai Lil—Sarge O'Neill ..... SOU
Shaping The Earth—Dr. A. A. Manten ..... DWL
Sheinwold On Bridge—Alfred Sheinwold ..... GFC
Short Stories ..... GF
Short Takes ..... DHJ
Show Biz—Herb Bridges ..... MGN
Shows To Watch (TV)—Cecil Smith ..... LAT
Shredded Wit—Nonnee Coan ..... COA
Sid Ascher Around The World—Sid Ascher ..... ASC
Side Glances—Gill Fox ..... NEA
Sign-O-Rama—M. W. Martin ..... MAR
Signs of The Times—Val Valentine ..... CTN
Silver Lining—Rabbi Samuel Silver ..... SAF
Simpkins—George Crenshaw ..... CTN
Single By Choice—Antoinette May ..... CEN
60 Second Sermons—Fred Dodge ..... MM
Sketches—Ben Burroughs ..... GFC
Ski Class—Billy Kidd ..... FS
Ski Savvy—Stein Eriksen ..... NNS
Skies Today, The—Bailey R. Frank ..... SKI
Skiing—Al Raine ..... SUN
Skiing With Jean Claude Killy—Jean Claude Killy ... NNS
Skillet Club—Frank Kohler ..... GFC
Skippy—Percy Crosby ..... WIN
Slick Trick ..... NNS
Slim Gourmet—Barbara Gibbon ..... UFS
Small Business Review ..... ICS
Small Fry Diary—Nonnee Coan ..... COA
Small Shots ..... COM
Small Society, The—Morrie Brickman ..... WSS-KFS
Small Talk—Becky ..... CTN
Smart Chart—Herb Stansbury ..... LAT
Smidgens—Robert Cordray ..... NNS
Smiley Column—Bill Smiley ..... ARG
Smiling Out Loud—Sarge O'Neill ..... SOU
Smitty—Walter Berndt ..... CTN
Sniffy—George Fett ..... UFS
Snappy Fillers ..... SFS
Snowmobiling—Stan Davies ..... TSS
Snowmobiling—Stan Davies ..... NNS
Soccer Shots—Irma Gantz Miller ..... SA
Soliloquy—Ric Hugo ..... PHS
Solunar Tables—Jacqueline Knight ..... RTS
Solve-A-Crime—A. C. Gordon ..... WLG
Sonny South—Court Alderson ..... SM
Sounds of the Seventies—Mike Jahn ..... NYTS
Sovereign State of Affairs—D. Boyd & G. Wood .... MGN
Space Age Report—Frank Macomber ..... CNS
Space I. Q.—William Weiser ..... CF
Spanish Crossword Puzzle—Homero Alfaro ..... KFS
Spanish Crossword Puzzle—Johnny Ramos Rodriguez KFS
Sparks of Wisdom—Cedric Simms ..... WLG
Speaking of Dollars—Robert Rosefsky ..... LAT
Speaking of Sports ..... CNS
Speaking of Your Health—Dr. Lester Coleman L. .... KFS
Special Shorts & Fillers ..... APN
Sport Easer—Eddie Germano ..... CF
Sport Features ..... NFI
Sport Scene—Lee James ..... SA
Sport Stop ..... COM
Sports Cartoons—Allan Maver ..... KFS
Sports Corner ..... CSP
Sports Orbit ..... NPF
Sports Parade—Milton Richman ..... UPI
Sports Partrol—Steve Snider ..... UPI
Sports Postpaid—Irma Ganz Miller ..... SA
Sports Puzzle—Bob Bowie ..... CTN
Sport Quiz—Judd Allen ..... TSS
Sports Quiz—Lloyd Birmingham ..... NPF
Sports & Recreations—Irma Ganz Miller ..... SA
Sport & Recreation—Lee James ..... JL
Sports Today—Jimmy Cannon ..... KFS
Sports Unlimited ..... CNS
Sports Word Puzzle—Frank Dillon ..... NPF
Sportsman's Digest—Hal Sharp ..... GFC
Spotlight on Education—Dr. Benjamin Fine .... UFS-NANA
Spotlite Service ..... UFS
Stagecoach Days—Vern Hammond ..... OHF
Stamp News From America—Julius Weiss ..... WEI
Stamp Nook—Ronald Anders ..... AR
Stamps Are Fun!—Edmund M. Midura ..... MID
Standard Mix ..... STP
Standard 2's ..... STP
Stanley Karnow Column—Stanley Karnow ..... LTWP
Star & Fashion—Cullen Moore ..... CMS
Star Gazer—Clay Pollan ..... MCN
Star Mates & Friends—Cullen Moore ..... CMS
Star Partners—Cullen Moore ..... CMS
Star Talk—Herb Stanton ..... CNS
Stars Above—Sherman Walker ..... LAT
Stars and Lovers (Questions & Answers)—Cullen Moore CMS
Stars Tell On—D'Modin ..... GRG
Star Tips—D'Modin ..... GRG
State of Affairs—Clayton Fritchey ..... LAT
Static ..... COM
Stayskal Editorial Cartoons—Wayne Stayskal ..... CTN
Stern Views—Andy Stern ..... NPF
Steve Canyon—Milton Caniff ..... KFS-PHS
Steve Roper & Mike Nomad—Wm. Overgard and
Allen Saunders ..... PHS
Still Life—Jerry Robinson ..... CTN
Stock Cartoon—Service ..... ROA
Stock Editorial—Cartoon Service ..... ROA
Stock of The Week—Electronic Stock Evaluator Corp. CTN
Stoker the Broker—Henry Boltinoff ..... MIL
Stop Killing Yourself—Dr. Peter J. Steincrohn .. . MCN
Straight Talk—Tom Anderson ..... AM
Strange Destinies—J. Macklin ..... BPS
Strength For the Day—Dr. Earl Douglass ..... CF
Strictly Business—Dale McFeatters ..... PHS
Strictly Personal—Sydney J. Harris ..... PHS
Strictly Personal—Pat & Marilyn Davis ..... CNS
Suburban News ..... NFI
Successful Living—Doris Clark ..... DTH
Successful Investing—Roger E. Spear ..... GFC
Sugar and Spice—Elinor K. Rose ..... AF
Sum and Substance—Rev. John R. Sheerin, C.S.P. NCF
Sunday Crossword Puzzle—Margaret Farrar &
Betty Nichols ..... GFC
Sunday School Lesson—Earl Douglass ..... CF
Sunday Stock Market Chart—Charles E. Carden .... STO
Super Handyman—Al Carrell ..... KFS
Support America ..... COL
Support the Church—Wm. Keister ..... KEA
Suzie Mac—Susan McDougal ..... UFS
Suzy Says—Suzy ..... CTN

T

Tales of the Unknown—Kurt Singer ..... BPS
Talk to Teena—Gleeda McConahay ..... CIT

TITLES OF BY-LINED FEATURES

Tarzan—Edgar Rice Burroughs ..... UFS
Tasty Tales—Charles Rehns ..... REH
Technifax Illustrated ..... LUI
Teen Forum—Jean Adams ..... UFS
Teen Scene—Ben Corey ..... HAR
Teenage Corner—Ellie & David Lavin ..... TEE
Teenage Driving Tips—Jane Sherrod ..... BPS
Teen-Age Mail—Dorothy Ricker ..... RTS
Teenagers Say—Lester Rand ..... YR
Teens on Wheels—Mike Lamm ..... APN
Teentrums ..... COM
Teeth & Things—Sydney Garfield D.D.S. ..... GRG
Televents—Barney Glazer ..... TCN
Television Scene—John Austin ..... HIS
Television In Review—Rick DuBrow ..... UPI
Tell Me Why—Arkady Leokum ..... WSS
Tenpin Tips—Frank Clause ..... GFC
Terry & The Pirates—George Wunder ..... CTN
Terse-Verse—A. C. Gordon ..... WLG
Test Your ESP With Olaf Jonsson—John Prinkey ..... OTH
Test Your Horse Sense—Dr. George W. Crane ..... CTN
Test Your Vocabulary ..... UFS
Test Yourself—Jane Sherrod Singer ..... BPS
That's A Good Idea—Hana Umlauf ..... ESS
That's The Law—Jack Strauss ..... BM
The Aces On Bridge—Ira G. Corn, Jr. ..... UFS
The Almanac ..... UPI
The Alumnae—Mary Gauerke ..... RTS
The Aristocrats—Bob Kane ..... LED
The Arts—Robert Fulford ..... TSS
The Author Speaks—John Barkham ..... SAT
The Badge Guys—Chuck Bowen & Ted Schwarz ..... NEA
The Barnyard Gate—Sarge O'Neill ..... SOU
The Bible ..... SPS
The Bible Speaks—Rev. L. W. Althouse ..... CSP
The Bosleys—John Stees ..... UFS
The Carden Report—Charles E. Carden ..... STO
The Cartoon Bug ..... CTN
The Chargers—Ross E. Bunch ..... CEN
The Colonials—Joe Escourido ..... UFS
The Column—Ellen Peck ..... CTN
The Constant Traveler—Adalene Ross ..... CTN
The Daily Crossword—William Gant ..... CTN
The Dribbles—Agoo ..... LED
The Driver's Seat—C. Stewart Mead ..... MEA
The Dropouts—Howard Post ..... UFS
The Fashion Strip—Ethel Burge ..... BUR
The Fearless Spectator—Charles McCabe ..... CHR
The Generation Gap—Helen and Sue Bottel ..... KFS
The Gilmore Bros.—Music Scene—
Doug & Keith Gilmore ..... TEL
The Gilmore Bros. Top Forty Computerized Forecast—
Doug & Keith Gilmore ..... TEL
The Gossip Column—Robin Adams Sloan ..... KFS
The Green Thumb—George Abraham ..... TGT
The Green Thumb Question Box—George Abraham ..... TGT
The Good Earth—Mel Ellis ..... APN
The Harris Survey—Louis Harris ..... CTN
The Hawk—Rod Maxwell ..... PF
The High Road to Business—Charles Rehns ..... REH
The Human Side of Investing—G. L. Ludeke ..... BEL
The Innocent Bystander—Arthur Hoppe ..... CHR
The Last Word—Clifton Daniel ..... NYTS
The Law—6tw-2c2¼"-orp—Charles Schwab ..... UNN
The Legal Way—Edward J. Edwards, J. Demson ..... CNS
The Money Tree—Milton Moskowitz ..... CHR
The Moral Angle—Father Lester ..... CNS
The Mountain Boys—Paul Webb ..... CF
The Nation—Martin F. Nolan ..... UFS
The Needle—Harold T. Coffin ..... APN
The News in a Word—S. V. Baum
& W. J. Laubenstein ..... OUI
The Next Time Around—Deborah Carter ..... CEN
The Occult Explained—D. Modin ..... GRG
The Pen Is Mightier Than The Couch—Patricia Lavin ..... BUR
The Pressposser—James H. Siegelman ..... UNP
The Rating Game—Gordon B. Greband,
Preston Bagent ..... NSM
The Rhythm Section—John Wasserman ..... CHR
The Rock & Roll Alamanac—Gary Indiana ..... MOB
The Roving Eye—Dandelet ..... DNT
The Search For Mental Health—Forest Hospital ..... OTH
The Second Glass—D. V. Thompson ..... THO
The Shepherd—Julien C. Hyer ..... CF
The Smith Family—Mr. & Mrs. George Smith ..... WSS
The Stage of Fashion—Regina Carrol ..... CEN
The Stamp Collector—Lauren A. Januz ..... JAN
The Stamp Den—W. F. Stevens ..... AMS
The Strange World of Brad Steiger—Brad Steiger ..... OTH
The Sunday Crossword—William Gant ..... CTN
The Televisionary—Bill Royce ..... GRG
The Tiny Times—B. T. Schorer, Jr. ..... TIN
The U.N. Today—William R. Frye ..... FRY
The Unexplained—Allen Spraggett ..... SUN
The Weekly Grab Bag ..... CTN
The Woman Traveller—Frances Koltum ..... MIL
The Woman's Way To Travel—Rosellen Callahan ..... EES
The Wonderful World of Animals—
Frank Miller, D.V.M. ..... CHR
The Wonderful World of Stamps—Gustav Detjen, Jr. ..... DET
The Word's The Thing—Ray Bartells ..... OHF
The World of Myra Waldo—Myra Waldo ..... NPF
The World of Stars—William Otterburn-Hall ..... CHR
The Yardstick—Msgr. George C. Higgins ..... NCF
The Youthful View Point—Lester Rand ..... YR
Theatre Letter—New York News Writers ..... CTN
Theater Reviews—Jack Gaver ..... UPI
There Oughta Be A Law—Whippler Borth ..... UFS
These Days—John Chamberlin ..... KFS
They Had a Dream—George Reasons & Sam Patrick ..... LAT
They'll Do It Everytime—Bob Dunn and Al Scaduto ..... KFS
Think On These Things—Joyce Hifler ..... CTN
Think-Tank ..... COM
Think Pretty—Pegger Walker ..... CNS
This is Sport ..... SM
This Day in History ..... KFS
This Date in History (cq)—Perry Snell ..... CNS
This Funny World ..... MCN
This Morning—Shirley Povich ..... LTWP
This Week in Astrology—
Carl Payne Tobey & Valentine ..... NEA
This Weeks Homecraft—Molli Nickell ..... RTS
This Week's Motto ..... SS
13 to 19 ..... COM
Those Were The Days—Art Beeman ..... SM
Three Minutes A Day—Richard Armstrong ..... MCN
Thrifty Nifty—Helen Robertson ..... GFC
Through the Looking Glass ..... NPS
Ticker Topics—Ed Nassauer ..... ICS
Ties That Bind—Msgr. James T. McHugh ..... NCF
Tiffany Jones—Pat Tourret & Jenny Butterworth ..... PHS
Tiger—Bud Blake ..... KFS
Tim Tyler's Luck—James R. Young ..... KFS
Time-Life—Young Readers The Universe ..... SPS
Time Out—Jeff Keate ..... PHS
Timeless Fillers ..... CNS
Timely Books ..... CTN
Tiny Turtle's Play Corner—Brint Schorer, Jr. ..... TIN
Tips—Ken Reynolds ..... REY
Tips For Trips—Rosellen Callahan ..... EES
Tips From The Tour—Arnold Palmer ..... NNS
Tips On Tables—Ray Wilson ..... NEW
To The Point—Russell Kirk ..... GFC
To Your Good Health—Dr. George C. Thosteson ..... PHS
Tobe On Fashions—Tobe ..... MIL
Tobe Says—Tobe ..... PHS
Today In Las Vegas—Joe Delaney ..... NEW
Today In New York—Ray Wilson ..... NEW
Today Is—Ray Cruse ..... CRS
Today's Chuckle—Beulah Collins ..... GEC
Today's Economy and the Consumer—
Dr Patricia Shontz ..... UNP
Today's Education—Dr. Robert E. Wilson ..... DF
Today's Laugh—Jeff Keate, Reamer Kelley ..... CTN
Today's Living—Mimi Rockefeller ..... CF
Today's Parent—Barbara W. Wyden ..... NYTS
Today's Teens—Lester Rand ..... YR
Today's World—David Brown ..... BRO
Today's World ..... CNS
Tom Braden Report—Tom Braden ..... LAT
Tongue In Cheek—Durant Imboden ..... PIL
Top Tape & Records—Gary Indiana ..... MOB
Top Ten Records-Tape Awards—Gary Indiana ..... MOB
Top 20 Records ..... UPI
Top Views—Clarke Williamson ..... UFS
Total Women—Jean Adams ..... UFS
Trade Winds—Lou Schneider ..... UFS-NANA
Travel—Margaret Williams ..... EPS
Travel America Articles ..... GRE
T.R.B. from Washington—T.R.B. ..... NRF
Travel Column—Jerry Hulse ..... LTWP
Travel Log—Dave Goodwin ..... GOO
Travel On A Shoestring—Ansil B. Chapin ..... CIT
Travel Time—Ned Walters ..... ICS
Travel Tonics—Murray Brown ..... UPI
Travel Whirl—Buddy Basch ..... BAS
Travel With Hermes—Albert Theroux ..... NEW
Travelers Clearing House—Stephanie Bonsavage ..... CF
Travels With Choral Pepper—Choral Pepper ..... PEP
Treas-O-Gram—Robert B. Pearsall ..... GFC
Treasury of Classic Tales—Walt Disney ..... KFS
Trends & Conflict—Prof. Robert Markle ..... HER
Trevino Golf—Lee Trevino ..... RTS
Tribune Perspective—Vernon Jarrett, Mike Kilian,
Frank Starr, William Anderson ..... CTN
Trivia Test—Edmund M. Midura ..... MID
Trials and Tribulations (Legal)—Florence K. Palmer ..... AD
Trudy—Jerry Marcus ..... KFS
True Crimes and Mysteries Series—
William T. Brannon ..... KFS
True Life Adventures—Walt Disney ..... KFS
Truth About Men—Cullen Moore ..... CMS
Truth for Today—A. G. Van Campen ..... GLS
Tumbleweeds—Tom K. Ryan ..... KFS-LLS
Tune In—Bobby Ashley ..... SPS
TV From A Woman's Viewpoint—Marcia Michels ..... AMF
TV Key Features, Mailbag, Previews—
Steven H. Scheuer ..... KFS
TV Laffs—Cliff Rogerson ..... UFS
TV Movie Guide—Frances M. Knox ..... DIC
TV Profile—Vernon Scott ..... UPI
TV Preview—Frances M. Knox ..... DIC
TV Schedule ..... UPI
TV Star Screen Puzzle—Al Kigore & Marty Linehan ..... UFS
TV Tee Hees—Henry Scarpelli ..... GFC
TV Time Answer Man—Richard K. Shull ..... UFS
TV Time Previews—Don Service Lewis ..... UFS
TV Tinder Box— Buck Biggers & Chet Stover ..... CTN
Two Minute Mystery—Donald J. Sobol ..... TM

U

U-Bild—Steve Ellingson ..... MS
U-Bild Enterprises—Steve Ellingson ..... DF
U-Bild It—Steve Ellingson ..... UB
Uluschak—Edward Uluschak ..... MIL
Uncle Charlie—Peter Laing ..... MIL
Uncle Ray's Column—Ramon Coffman ..... PHS
Uncle Remus—Walt Disney ..... KFS
Uncommon Conversations—Philip Nobile ..... UNP
Under Twenty—Kurt Lassen, Ed. ..... CF
Under The Hood—Ed Janicki ..... BPS
Understanding Hockey ..... TSS
Universal Science News ..... LAT
Unknown in History, The—Thourot Pichel ..... CN
U.S. Wide Quiz—Dan Williams ..... CF

V

Van Horne Column—Harriet Van Horne ..... LAT
Variations—Richard Gully ..... HIS
Vaughan at Large—Bill Vaughan ..... UFS
Versus—Jack Wohl ..... KFS
Video Vignettes—Marcia Michels ..... AMF
View—Frances M. Knox ..... DIC
Viewpoint—Jesse Helms ..... AM
VIP—Max Cheshire ..... CTN
VIP—Maxine Cheshire ..... LTWP
VIPeewees—Jack Wohl + 3 ..... UFS
Virginia Payette—Virginia Payette ..... UFS
Vision Contest ..... SF
Voice of Broadway—Jack O'Brian ..... KFS

W

Walking Tours—Rosellen Callahan ..... EES
Wall Street Chatter ..... UPI
Wall Street Report—Philip Greer ..... LTWP
Wallmeyer Editorial Cartoons—Dick Wallmeyer ..... RTS
Warren, L. D. Political Cartoons—L. D. Warren ..... MCN
Washington Calling—Marquis Childs ..... UFS
Washington Close-Up ..... WSS
Washington Doings—J. D. Roberts ..... MOR
Washington Insight—Joseph Kraft ..... PHS
Washington Merry-Go-Round—Jack Anderson ..... UFS
Washington Offbeat—
Vera Glaser and Malvina Stephenson ..... UNP
Washington Periscope—David Webb ..... NOR
Washington Report—J. F. terHorst ..... NANA
Washington Religious News—Robert Tate Allan ..... WRN
Washington Welter—Jesse H. Merrell ..... MER
Washington Window ..... UPI
Watch on Washington—Clark Mollenhoff ..... RTS
Watch Your P's and Q's—Harriet Dunbar ..... DUN
Watching the World—Crosby Noyes ..... WSS
Watching Your Dollar—Dr. Jack Kunsel ..... NLI
Wayne Howell's World—Wayne Howell ..... TSS
We Like This Plan Because—Hiawatha Estes AIBD ..... EST
Weatherette—Ted Martin ..... ARG
Webster Cartoons, H.T.—H.T. Webster ..... SM
Wee Pals—Morrie Turner ..... KFS-TSS
Wee Whimsy—Doug Sneyd ..... TSS
Wee Women—Jim Whiting ..... GFC
Week in Religion ..... RNS
Weekend Chuckle—Beulah Collins ..... GFC
Weekly Crossword—W. Walker ..... MGN
Weekly Mediation—Colin Douglas ..... WLG
Westell Report—Anthony Westell ..... TSS
Western Stories—Zane Grey ..... BPS
What About Retirement—Frank Corrick ..... CNS
What Kind of World?—Harry S. Ashmore ..... LAT
What Next?—Paul Hamlin ..... SPS
What's Doing in Sports—Phil Kalker ..... AEW
What's Doing In Travel—Rose Lasky ..... AEW
What's New In Books—Robert Lasky ..... AEW
What's New in Records—Phil Kalker ..... AEW
What's News ..... UPI
Wheels!—Jeff Scott ..... NPF
What's In Your Name?—Charles Guarino ..... AD
What's New In Foods?—Phyllis Lasky ..... AEW
What's The Law—Jack Strauss ..... UFS
What's Your Problem?—Linda Lawrence ..... RFS
Where in the World? ..... UFS
Who Am I?—Clarice Anders ..... AR
Who's Who Today—Gordon B. Greb ..... NSM
Why Grow Old—Josephine Lowman ..... RTS
Why We Say—Bob Morgan and Pete Hoffman ..... GFC
Why You Behave That Way—Dr. Salvatore V. Didato ..... DID
Wicks Editorial Cartoon—Ben Wicks ..... LAT
Wilkins Column—Roy Wilkins ..... RTS
William S. White—William S. White ..... UFS
William Tells—Bill Royce ..... GRG
Wine Q&A—Ruth Ellen Church ..... CTN
Wine Diggity—Mary Lester ..... CNS
Wine World—Fred Cherry ..... CEN
Winky Ryatt—Jack Elrod ..... PHS
Winnie Winkle ..... CTN
Winning Tennis ..... NNS
Wishing Well—William J. Miller ..... KFS
Wisdom in the Street—Charles Rehns ..... REH
With Cindy—Cindy Adams ..... WNS
With Dan Lewis—Dan Lewis ..... NANA
With Sheilah Graham—Sheilah Graham ..... UFS
The Wizard Of Id—Brant Parker & Johnny Hart ..... PHS
Woman's World ..... WNS
Woman to Woman—Patricia McCormack ..... UPI
Woman's World—Patricia McCormack ..... UPI
Woman's Angle—Betty Roberts ..... ICS
Women's News Service ..... UFS
Women—Emma Lou Fuller ..... NLF
Women Alone—Isabella Taves ..... RTS
Women's Interest Fillers—Daniel M. O'Connell ..... CAF
Women's View (for afternoon papers)—Gay Pauley ..... UPI
Women's Way—Joan O'Sullivan ..... KFS
Wonders of Nature—Dr. A. A. Manten ..... DWL
Wonderword—Joe Ouellet ..... CWF
Woody's World—John Holm ..... NNS
Word-A-Day—Micky Bach ..... PHS
Word Game ..... UFS
Words, Wit, & Wisdom—William and Mary Morris ..... LAT
World in Focus, The—William R. Frye ..... FRY
World of Books—William Hogan ..... CHR
World of Coins, The—Barbara Lyon ..... NUM
World of Music—Judy Hagg ..... CNS
World of Youth—Buddy Nevins ..... CIT
World's Week ..... CNS

Worry Clinic, The—George W. Crane, Ph.D.-M.D. ... HPS
Worth Repeating—Theron C. Liddle ... RTS
Would You Believe?—Fred Philcox ... CIT
Wrap-Up—Jerry Bishop ... BIS
Wright on Target—Bill Wright ... SOU

Y

Yardley Jones—Yardley Jones ... SUN
Ye Olde Book Nook—John M. Schofield ... MLD
Year In Religion ... RNS
Yesterday's Stars Today—Nancy Anderson ... CNS
Yogi Bear—Hanna-Barbara ... MCN
Yost Column—Charles W. Yost ... FRY
You and Your Child—Joan Beck ... CTN
You And Your Money—Judith Rhoades ... CNS
You Can Do It—Alfred De Ciccio ... CTN
You and Your Home—Barbara Barnes ... RTS
You Can Fix It—Gene Von ... WLG
You, Your Child and School—David Nydick ... DAN
Young Ideas—Dick Young ... CTN
Young and Healthy—Dr. Frank Falkner ... CTN
Your Antiques—Jack Jamieson ... TSS
Your Best Years—Dee Payne ... CEN
Your Better Home—Build and Improve—John D. Bloodgood ... KFS
Your Birthday—Stella Wilder ... UFS
Your Car—Eugene Milmoe ... GFC
Your Car—Ray Stapely ... TSS
Your Family and You—Paul Popenoe ... NNS
Your Family Decorator—Carleton Varney ... AD
Your Family Pet—Maxwell Riddle ... LED
Your Fashion Image—Charlotte Wilkinson ... YOU
Your Health—Dr. M. I. Salamon ... WUP
Your Hobby Club—Cappy Dick ... PHS
Your Home—Carolyn S. Murray ... GFC
Your Horoscope—Gordon R. Greb & Darlene A. Geb ... NSM
Your Horoscope Guide—Mrs. Gina Ceaglio ... CNS
Your Individual Horoscope—Frances Drake ... KFS
Your Job and Career—John L. Scherer ... SCH
Your Life and Mine—Phyllis Mitchell ... MIT
Your Needlework Kit—Dorothy Brightbill ... APN
Your 1973 Twin-Dates Calendar—Marie DeJeux ... CRE
Your Medicare—Eugene Miller ... MLN
Your Money—Ray Magladry ... TSS
Your Money's Worth—Sylvia Porter ... PHS
Your Week Ahead—Dr. A. W. Damis ... CSP
You're Being Robbed—E. M. Scott ... LED
You're Sew Right—Dale Cavanagh ... SPS
Your Stars—Constance Sharpe ... MIL
Youth Page—Nancy Gilbert ... APN
Youth Parade—Reba and Bonnie Churchill ... NNS
Youthful Drug Talks—Phyllis C. Barrins, R.N. ... CIT

Z

Zane Grey Novels—Zane Grey ... BPS
Zigny—Tom Wilson ... UNP
Zodiyaks—John Prinkey ... OTH
Zody—Merv Myers ... UFS
Zschiesche's Editorial Cartoons—Robert D. Zschiesche ... KFS

SYNDICATED FEATURES LISTED BY AUTHORS, ARTISTS

A

Abraham, George—The Green Thumb Question Box ... TGT
Abraham, George—The Green Thumb ... TGT
Abraham, Dr. Willard—Our Children ... CNS
Adams, Anne and Marian Martin—Dress Pattern Features ... KFS
Adams, Cindy—With Cindy ... WNS
Adams, Dr. Carlyle—Our Religions ... RTS
Adams, Jean—Total Women ... UFS
Adler, Joseph—Destination ... ADL
Agoo—The Drimbles ... LED
Ahern, Margaret—Altar Boy Named Speck ... NCF
Alderson, Court—Sonny South ... SM
Alexander, Holmes—Holmes Alexander ... MCN
Alfaro, Homero—Spanish Crossword Puzzle ... KFS
Ali, Muhammed—Like It Is By Me, Ali ... LED
Allan, Robert Tate—Washington Religious News ... WRN
Allen, David—Automobiles ... DHJ
Allen, Judd—Sports Quiz ... TSS
Allen, R. J.—A Problem a Day ... WLG
Allen, R. J.—Figurits ... WLG
Allen, Robert S.—Inside Washington ... PHS
Alsop, Joseph—Matter of Fact ... LAT
Alston, Virgil—Editorial Cartoon ... UNN
Althouse, Rev. L. W.—The Bible Speaks ... CSP
Alvarez, Dr. Walter C.—Alvarez Medical Column ... RTS
Ames, Ph.D., Louise Bates—Parents Ask Gesell Institute of Child Development ... PHS
Amory, Cleveland—Animal ... CTN
Amy, Steven—Iffy ... UFS
Andelman, S. L., M.P.H.—For Better Health ... GFC
Anders, Clarice—The Scrambler ... AR
Anders, Clarice—Who Am I? ... AR
Anders, Ronald—Coin Notes ... AR
Anders, Ronald—Stamp Nook ... AR
Anderson, Beverly—Bev's Bits & Bites ... HPP
Anderson, Brad—Grandpa's Boy ... SM
Anderson, Brad—Marmaduke ... NNS
Anderson, Jack—Washington Merry-Go-Round ... UFS
Anderson, Carolyn—Carolyn's Collection ... AM
Anderson, Jennifer—Ask Jennifer ... CTN
Anderson, Nancy—Yesterday's Stars Today ... CNS
Anderson, Pat—Astronits ... AND
Anderson, Pat—Boondocks ... AND
Anderson, Pat—Pun-Kins ... AND
Anderson, Pat—Cap'n Kadd ... AND
Anderson, Peter—Government Quiz ... CIT
Anderson, Tom—Straight Talk ... AM
Anderson, William—Tribune Perspective ... CTN
Andriola, Alfred—Kerry Drake ... PHS
Anthony, Dart & Loy Damon—Las Vegas After Dark ... CEN
Anthony, Noel—Continental Diary ... UFS-NANA
Armstrong, Richard—Three Minutes A Day ... MCN
Arnold, Arnold—Parents and Children ... NNS
Arnold, Henri & Bob Lee—Junior Jumble ... CTN
Arnold, Russ—Nothing But The Truth ... SM
Arriola, Gus—Gordo ... UFS
Arthur, William—I Loved It . . . I Hated It! ... CIT
Ascher, Sid—Sid Ascher Around The World ... ASC
Ashley, Anne—How Can I??? ... WLG
Ashley, Bobby—Tune In ... SPS
Ashmore, Harry S.—What Kind of World ... LAT
Athens, Eve—Adams Rib ... CEN
Austin, John—Books-of-the-Week ... HIS
Austin, John—Hollywood's Unsolved Mysteries ... HIS
Austin, John—Hollywood's Lost Generation ... HIS
Austin, John—More of Hollywood's Unsolved Mysteries ... HIS
Austin, John—Hollywood Scene ... HIS
Austin, John—Inside Daytime T.V. ... HIS
Austin, John—Record Rap Reviews ... HIS
Austin, John—Sex Is Big Business ... HIS
Austin, John—Television Scene ... HIS
Austin, Norman—Freighter Travel Scene ... HIS
Auth, Tony—Auth Editorial Cartoons ... CTN

B

Bach, Mickey—Word-A-Day ... PHS
Bachrach, Bert—Now See Here ... KFS
Bacon, James—Hollywood Hotline ... UFS-NANA
Bagent, Preston—The Rating Game ... NSM
Bagent, Preston—Birthday Calendar ... NSM
Baginski, Frank—Plain Jane ... MCN
Bailey, Rev. A. Purnell—Bread of Life ... GFC
Baker, Jim—As You Were ... PID
Bald, Ken—Dr. Kildare ... KFS
Baldwin, Robert—Freddy ... PHS
Bannister, Constance—Bannister Babies ... CF
Baranik, Gary—"Authors & Books" ... BAR
Bark, John, Editor—Saturday Review Book Service For Newspapers ... SAT
Barnes, Barbara—You and Your Home ... RTS
Barnes, Irston—Nature Column ... LTWP
Barnes, Ruth—The Better Half ... RTS
Barrins, Phyllis C., R.N.—Youthful Drug Talks ... CIT
Barron, Sid—Barron Cartoons ... TSS
Barsotti, Charles—Sally Bananas ... LAT
Bartlett, Charles—News Focus ... PHS
Barry, Dan—Flash Gordon ... KFS
Barry, Selmour, Lee Falk—Phantom, The ... KFS
Bartells, Ray—The Word's The Thing ... OHF
Basch, Buddy—Entertainment Whirl ... BAS
Basch, Buddy—Amy Funnies ... BAS
Basch, Buddy—Celebritee-Hees ... BAS
Basch, Buddy—Help Police! ... BAS
Basch, Buddy—Music Whirl ... BAS
Basch, Buddy—Real Names/Reel Names ... BAS
Basch, Charles J., Jr.—Scramble Steps ... BAS
Bascomes, The—Along The Food Trail ... CNS
Batiuk, Tom—Funky Winkerbean ... PHS
Battelle, Phyllis—Assignment: America ... KFS
Bauer, Herb—Bauer's Puzzles ... BPS
Baulch, Jerry T.—Salute! ... APN
Baum, Herman—House Doctor ... RTS
Baum, S. V. & W. J. Laubenstein—The News in a Word QUI
Beale, Betty—Betty Beale's Washington Letter ... PHS
Beard, James A.—Beard on Food ... WSS
Beck, Joan—You and Your Child ... CTN
Beck, Marilyn—Marilyn Beck's Hollywood ... NYTS
Beck, Marilyn—Hollywood Hotline ... BM-NANA
Becker, B. Jay—B. J. Becker's Contract Bridge ... KFS
Becky—Small Talk ... CTN
Beeman, Art—Those Were The Days ... SM
Beggs, Daniel & Henry Copeland—Campus Opinion ... NNS
Belmont, Trixie—Ladies First ... UFS-WNS
Benarone, David—Features ... WUP
Bennet, Mary Alice—Clear Talk ... AF
Bennett, Mike—Bumper Stickers ... CSP
Bennett, Mike—Religion Is Now! ... CSP
Bergen, Mary Jane—Science ... EPS
Berndt, Walter—Smitty ... CTN
Berrill, Jack—Gil Thorp ... CTN
Berliner, Louis—Ask Me ... DF
Bernheimer, Martin—Martin Bernheimer Column ... LTWP
Bernstein, Theodore M.—Bernstein on Words ... NYTS
Bertland, Solange—Beauty and You ... EUFS
Bess, Gordon—Redeye ... KFS
Betts, Robert—Foreign Analyst ... CNS
Betts, Robert—Rise of the Republic ... CNS
Biggers, Buck & Chet Stover—TV Tinder Box ... CTN
Bilko—Car Crazy ... BPS
Bird, Joseph & Lois—Power to the Parents ... DDS
Birmingham, Lloyd—Handy Family ... GFC
Birmingham, Lloyd—Sports Quiz ... NPF
Birmingham, Lloyd—Environotes ... NPF
Birmingham, Gean & Lloyd Helen—Homemaker ... NPF
Bishop, Jim—Jim Bishop, Reporter ... KFS
Bishop, T. Jerome—Matters of Substance ... BIS
Bishop, T. Jerome—Editor's Associate ... BIS
Bishop, T. Jerome—Books I Have Read ... BIS
Bishop, T. Jerome—Auto-Kno ... BIS
Bishop, Wally—Muggs & Skeeter ... KFS
Bishop, Jerome T.—Religious Series Features ... BIS
Bishop, Jerry—Wrap-Up ... UFS
Bishop, Jerry—Interviews with Name Entertainers ... BIS
Black Light, Inc.—Butter & Boop ... MCN
Blaine—Blaine ... MIL
Blake, Bud—Tiger ... KFS
Blinn, Johna—Celebrity Cookbook ... CTN
Block, Herbert L.—Herblock Editorial Cartoons ... PHS
Bloodgood, John D.—Your Better Home—Build and Improve ... KFS
Bollen, Roger—Animal Crackers ... CTN
Boltinoff, Henry & James Burnett—Nubbin ... KFS
Boltinoff, Henry—Stoker The Broker ... MIL
Bombeck, Erma—At Wit's End ... PHS
Bonsavage, Stephanie—Traveler's Clearing House ... CF
Borgstedt, Doug—Editorial Cartoon ... CNS
Born, V. T.—Professor Pi ... DWL
Bottel, Helen—Heaven Help Us ... KFS
Bottel, Helen & Sue—The Generation Rap ... KFS
Boughner, Howard—Mrs. Bee, The Working Wife ... AF
Bourjaily, Monte F.—Everyday Editorials ... GLS
Bowen, Chuck & Gwen—It's Love ... UNP
Bowie, Bob—Sports Puzzle ... CTN
Bowman, Bob—Flashback on Canada ... SUN
Brace, Irving A.—Camera College ... BRA
Brace, Irvine—Let's Take Pictures ... MIL
Braden, Tom—Tom Braden Report ... LAT
Bradfield, Roger—Dooley's World ... KFS
Bradford, Barbara Taylor—Designing Woman ... CTN
Bradshaw, John—Sun Gardening ... TTS
Braggiotti, Rama—Hector The Director ... LED
Brams, Stanley H. & Whims, Howard—Rod Chance ... CF
Braithwaithe, Dennis—Dennis Braithwaithe ... TSS
Brandon, Brumsic, Jr.—Luther ... LAT
Brann, Don—Easy-Bild ... GFC
Brannon, William T.—True Crimes and Mysteries Series KFS
Bransford, Audi—Jest For Laughs ... CEN
Bresciani, Andrea, Robert Raymond, Stuart Butler, Ph.D.—Frontiers of Science ... LAT
Brickman, Morrie—Small Society, The ... KFS-WSS
Brier, Royce—Royce Brier ... CHR
Brier, Ph. D. Warren J.—Patches of Brier ... CIT
Brier, Prof. Warren J.—Patches of Brier ... CIT
Brightbill, Dorothy—Your Needlework Kit ... APN
Broder, David S.—Political Parade ... LTWP
Brooks, Dick—Jackson Twins ... MCN
Brooks, Dorothea M.—Homes ... UPI
Brothers, Dr. Joyce—Ask Dr. Brothers ... KFS
Broudhecker, John—Funsters, The ... AF
Brotman, Morton—ESP Plus ... CIT
Brown, Bob—Science For You ... GFC
Brown, David—Today's World ... BRO
Brown, Dotie and Harry—Dottie Decorates ... GFC
Brown, Dudley—Animal Talk ... ANI
Brown, Ivor & Laurette—About Antiques ... BRO
Brown, Murray—Travel Topics ... UPI
Brown, Vernon E.—It's Tough, But You Can Make It CNS
Browne, Dik and Mort Walker—Hi and Lois ... KFS
Browning, Norma Lee—Hollywood Today ... CTN
Bruckner, D. J. R.—Bruckner Column ... LTWP
Bryan, Lee—Have Fun ... BLA
Bryson, Mary—Points For Parents ... RTS
Buchwald, Art—Art Buchwald Column ... LAT
Buckley, Jr., William F.—From The Right ... KFS-WSS
Buescher, Alfred J.—Buescher Editorial Cartoons ... KFS
Buescher, J. Alfred—Illustrated Bible Lesson ... KFS
Bunch, Ross E.—Gabe & Loki ... CEN
Bunch, Ross E.—The Chargers ... CEN
Buresch, Joe E.—Dinah Mite ... JEB
Buresch, Joe E.—Fletcher the 4-H'r ... JEB
Burge, Ethel—Peacock Alley ... BUR
Burge, Ethel—Feminine Sportlight ... BUR
Burge, Ethel—The Fashion Strip ... BUR
Burness, Tad—Auto Album ... KFS-LLS
Burnett, Leon—Crazy World of Washington ... UPI
Burton, Bill—Encyclopedia of Sports ... BPS
Burros, Marian—Chef Marian ... UFS-WNS
Burroughs, Ben—Sketches ... GFC
Burroughs, Edgar Rice—Tarzan ... UFS
Bushmiller, Ernie—Nancy ... UFS
Butler, Ron—Passport To Everywhere ... NPF
Butler, Stuart, Ph.D., Andrea Bresciana, Robert Raymond—Frontiers of Science ... LAT
Butterworth, Jenny & Pat Tourret—Tiffany Jones ... PHS

C

Cady, Ernest—Book Reviews ... DF
Caen, Herb—It's News To Me ... CHR
Cairns, Evelyn—Table Talk ... QUE
Callahan, Rosellen—Tips For Trips ... EES
Callahan, Rosellen—The Women's Way To Travel ... EES
Callahan, Rosellen—Walking Tours ... EES
Camp, Dalton—Dalton Camp ... TSS
Camp-Kavanaugh-Fletcher—Bringing Up Father ... KFS
Campbell, Don G.—About Real Estate ... RTS
Caniff, Milton—Steve Canyon ... PHS
Cannon, Jimmy—Sports Today ... KFS
Cannon, Poppy—Fast Gourmet ... GFC
Canavan, Leo—Church Humor ... CTN
Capp, Al—Lil' Abner ... CTN
Caras, Roger—Our Only World ... RTS
Carden, Charles E.—Daily Stock Market Chart ... STO
Carden, Charles E.—The Carden Report ... STO
Carden, Charles E.—Sunday Stock Market Chart ... STO
Cargas, Drs. Harry J. & Nickerson Richard—Ego Quiz UNP
Carlson, Harriet—Self-Help-To-Charm ... HC
Carrell, Al—Super Handyman ... KFS
Carrol, Les & Tom McCormick—Our Boarding House ... NEA
Carol, Regina—The Stage Of Fashion ... CEN

FEATURES BY AUTHORS

Carson, Mary—One's Mothers View ... NCF
Cassell, Louis—Of God and Man ...
Cassini, Igor and Oleg—Cassini Carousel ... CF
Carter, Lynn—Beauty at Home ... WLG
Carter, Don, Marion Ladewig—Bowling Tips ... NNS
Carter, Deborah—The Next Time Around ... CEN
Cartwright, Charles—Church Chuckles ... CAR
Casper, Billy—Billy Casper Says ... NNS
Casper, Billy—Golf Hints & Highlights ... NNS
Causey—Federal Diary ... LTWP
Cavanaugh, Dale—Sew Column, Designer Sew Tips ... SPS
Cecan—Astro Guide ... CTN
Chamberlain, John—These Days ... KFS
Chambers, Robert W.—Chambers ... MIL
Champlin, Charles—Champlin Column ... LTWP
Chaisson, Betty—Eve's Apple Tree ... UNP
Chapin, Ansil B.—Travel On A Shoestring ... CIT
Chase, Ph.D., Loriene—Case Book of Dr. Chase ... LAT
Cherry, Fred—Wine World ... CEN
Childress, James—Conchy ... CHI
Cheshire, Maxin—VIP ... LTWP
Childs, Marquis—Washington Calling ... UFS
Christy, Marian—After a Fashion ... UFS
Church, Ruth Ellen—Wine Q. & A. ... CTN
Churchill, Reba and Bonnie—Youth Parade ... NNS
Clapper, Edna—Don't Throw Away ... CTN
Clark Doris—Successful Living ... ATH
Claus, Frank—Tinpin Tips ... GFC
Clark, George—Neighbors ... CTN
Clay, L. Glascow—W.—Sam Scout ... WOR
Clark, Frank—Country Parson, The ... RTS
Clift, John—City Editor's Tip Service ... GFC
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Coan, Nonnee—Shredded Wit ... COA
Cobb, Hubbard—Fix It Yourself ... WSS
Cobb, Ron—Cobb Editorial Cartoons ... SAW
Coffin, Harold—The Needle ... APN
Coffman, Ramon—Uncle Ray's Column ... PHS
Cohen, Dian—Dian Cohen ... TSS
Cohen, Haskel—Jews in Sports ... JTA
Cole, Worth—New Products ... NPF
Coleman, Lester, Dr.—Speaking of Your Health ... KFS
Coleman, Margo—Margo ... PHS
Collins, Thomas—Golden Years ... GFC
Collins, Beulah—Today's Chuckle ... GFC
Collins, Beulah—Weekend Chuckle ... GFC
Coltin, Wendell—It's Your Money ... GFC
Colvin, Melvin—Colvin's Commentary ... CF
Conners, Dorsey—Dorsey Conners (Hi! I'm Dorsey Connors) ... PHS
Connolley, Greg—Canada Report ... CNS
Conrad, Paul—Conrad Editorial Cartoons ... RTS
Considine, B. B.—Prizeweek ... DWL
Considine, Bob—On the Line ... KFS
Constella—Horoscope ... CTN
Conwell, John—Mirror Of Your Mind ... KFS
Cooper, Nina—Crossword Puzzles ... APN
Copeland, Henry & Beggs, Daniel—Campus Opinion ... NNS
Copeland, Miles—Overview ... GRN
Cordray, Robert—Smidgens ... NNS
Corey, Ben—Let's Make ... HAR
Corey, Ben—Teen Scene ... HAR
Corn, Ira G., Jr.—The Aces on Bridge ... UFS
Cornelius, Morgensen—Moco ... LAT
Cornell, Bonnie—Diet & Exercise ... TSS
Corrick, Frank—What About Retirement ... CNS
Course, Marcia & Jack Millie—Amanda Panda ... NEA
Cox, Claire—Religion 1972 ... CNS
Craig, Eugene—Forever Female ... DF
Craig, Eugene & "Doc" Goodwin—Editorial Cartoons ... DF
Crane, Dr. George W.—Test Your Horse Sense ... CTN
Crane, Dr. George W., Ph.D-M.D.—The Worry Clinic ... HPS
Crane, Roy—Buz Sawyer ... KFS
Craver, Suzanne—Crossword Puzzle ... AND
Creed, George—It's Your Landscape ... PHS
Crenshaw, George—Simpkins ... CTN
Criswell—Criswell Predicts ... NEW
Crockett, Gib—Editorial Cartoon ... WSS
Crook, William G., M.D.—Child Care ... GFC
Crosby, John—John Crosby Column ... LAT
Crosby, Pency—Skippy ... WIN
Crump, Joe—"Low Down" From the Congressional Record ... CRU
Cruse, Ray—Today Is ... CRS
Cuneo, Ernest—National Whirligig ... UFS-NANA
Cunningham, Joe—Junior Editors ... APN
Curley, Roger—Curley's Cranes ... CTN
Curran, Dolores—On the Other Hand ... NCF
Curtis, Dr. Lindsay—For Women Only ... NNS
Curtis, Tom—Curtis Editorial Cartoons ... RTS
Curzon, Matt—Coloring College ... CTN
Cushing, Jeff—Motorways ... CNS

D

Dahna and Damon—Bark Back ... CEN
Dale, Fred—Gardening ... TSS
Daley, Adeline—Coffee Break ... CHR
Dallis, Dr. N. P. and Harold Le Doux—Judge Parker ... PHS
Dallis, Dr. N. P.: Marvin Bradley and Frank Edgington—Rex Morgan, M.D. ... PHS
Dame, Jack—Q. & A. Hotline to Hollywood ... EXC
Dameans, The—Life In Music ... NCF
Damis, Dr. A. W.—Your Week Ahead ... CSP
Dana, Bill—Headlines ... LAT
Dana, Margaret—Before You Buy ... UFS
Dana, Margaret—Consumer's Question Box ... UFS
Daniel, Clifton—The Last Word ... NYTS
Dandelet—The Roving Eye ... DNT
Darcy Tom—Darcy Editorial Cartoon ... LAT
Daugherty, George—Jest a Minute ... CTN
Davis & Maley—For Heaven's Sake ... HEA
Davis & Maley—Prayers for the 20th Century ... HEA
Davis, Ruth—Grounds For Divorce ... HEA
Davies, Stan—Boating ... TSS-NNS
Davies, Stan—Snowmobiling ... TSS-NNS
Davis, Pat & Marilyn—Strictly Personal ... CNS
de Bondt, John—Antique Canadian Cars ... TSS
DeCicco, Al—You Can Do It ... CTN
Delaney, Joe—Today In Las Vegas ... NEW
DeJeux, Marie—Your 1973, Twin-Dates Calendar ... UNQ
Delaplane, Stan—Around The World With Delaplane ... CHR
Deleplane, Stanton—Postcards ... CHR
Delight, Susan—Cooking Corner ... CNS
Dellale, Dina—Beauty ... EPS
Dellale, Dina—Fashions ... EPS
Demson, Edward—The Legal Way ... CNS
Denhoff, Alice—Denhoff Food for Thought ... KFS
de la Torre, William—Little Pedro ... LAT
de Santis, Florence—Fashion League ... UFS
Desbarats—Peter Ottawa Report ... TSS
Desmond, Robert—Conceived in Liberty ... CNS
DerryBerry, Jane & Lila Schneider—Creative Crochet ... LAT
Detjen, Gustav, Jr.—Wonderful World of Stamps, The ... DET
Detjen, Gustav, Jr.—Philatelic News ... DET
Dewar, Roy—J. J. ... RTS
Dick, Cappy—Cappy Dick ... PHS
Dick Cappy—Young Hobby Club ... PHS
Dickenson, Fred and John Prentice—Rip Kirby ... KFS
Dr. Didato, Salvatore V.—Why You Behave That Way ... BEH
Dietrich, Frances—Fascinating Fabrics ... MCN
Dillon, Frank—Sportsword Puzzle ... NPF
Dintiman, George B. and Unitas, John—Champion Athlete ... CEN
Di Preta, Tony—Joe Palooka ... MCN
Dirks, John—Captain and The Kids ... UFS
Disney, Walt—Donald Duck ... KFS
Disney, Walt—Mickey Mouse ... KFS
Disney, Walt—Uncle Remus ... KFS
Disney, Walt—Scamp ... KFS
Disney, Walt—True Life Adventures ... KFS
Disney, Walt—Treasury of Classic Tales ... KFS
Ditzen, Walt—Fan Fare ... PHS
Dixon, Jeane—The Jeane Dixon Horoscope and Predictions ... CTN
Dodd, Ed—Mark Trail ... PHS
Dodd, Ed—Mark Trail's Outdoor Tips ... PHS
Dodge, Fred—Candle & Mirror ... MM
Dodge, Fred—Fabric Doctor ... MM
Dodge, Fred—60 Second Sermons ... MM
Donato, Andy—Donato ... SUN
Douglas, Colin—Weekly Meditation ... WLG
Douglas, Don—Brain Twisters ... WLG
Douglass, Earl L.—Sunday School Lesson ... CF
Douglass, Dr. Earl L.—Strength For The Day ... CF
Drake, Frances—Your Individual Horoscope ... KFS
Drake, Stan—The Heart of Juliet Jones ... KFS
Drummond, Roscoe—Drummond Column ... LAT
Drury, Allen—Courage & Hesitation ... DDS
DuBrow, Rick—Television in Review ... UPI
Dudgeon, Farnham—Mid-Town Mayor ... CSP
Dunagin, Ralph—Dunagin's People ... PHS
Dunbar, Harriet—Watch Your P's and Q's ... DUN
Dunckelmann, Ed—Ecology Line ... INF
Dunckelmann, Ed—Motor Racing ... INF
Dunkel, Dick—Dunkel College Basketball Index ... DSR
Dunkel, Dick—Dunkel College Football Index ... DSR
Dunkel, Jr.—College Basketball Index ... UFS
Dunkel, Jr.—College Football Index ... USF
Dunnell, Milt—Milt Dunnell ... TSS
Durslag, Melvin—Durslag Sports Column ... KFS

E

Eaker, Lt. Gen., Ret., Ira C.—National Security Affairs ... GFC
Eastman, Dave—Carmichael ... LAT
Ediger, Theodore A.—Eye on Cuba ... CNS
Edgerton, Kearney—Campaign Button ... INO
Edman, Lou—Lou Edman Describes ... EDM
Eisman, Hy & Bob Dunn—Little Iodine ... KFS
Ele & Walt—Datel Line ... UFS
Elegant, Robert S.—Elegant Column ... LTWP
Elia, Charles J.—Daily Investor, The ... UFS
Elia, Charles J.—Mutual Funds ... UFS
Ellingson, Steve—Patterns For Better Living ... UB
Ellingson, Steve—U-Bild It ... UB
Ellingson, Steve—U-Bild ... MS
Ellingson, Steve—U-Bild Enterprisers ... DF
Ellis, Mel—The Good Earth ... APN
Elrod, Jack—Ryatts The ... PHS
Elrod, Jack—Winky Ryatt ... PHS
English, Sandal & Pritch—"Gourmet On A Budget" ... ENG
Eriksen, Stein—Ski Savvy ... NNS
Ernst, Ken and Allen Saunders—Mary Worth ... PHS
Ernst, George—George's Generation Gap ... MOR
Esar, Evan—Comic Dictionary ... RTS
Escourido, Joe—The Colonials ... UFS
Estes, Hiawatha, AIBD—We Like This Plan Because ... EST
Evans, Rowland & Robert D. Novak—Inside Report ... PHS

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Falkner, Dr. Frank—Young and Healthy ... CTN
Farmer, Eunice—Sew Simple ... RTS
Farrar, Margaret, & Betty Nichols—Sunday Crossword Puzzle ... GFC
Farrar, Margaret & Betty Nichols—Daily Crossword ... GFC
Farris, Joseph—Farris-wheel ... CTN
Fawcette, Gene—New! ... CWF
Feather, Leonard—Jazz Column ... LTWP
Feiffer, Jules—Feiffer ... PHS
Feld, Bill—Hizzonor ... UFS
Fern, J.—Modern Bridge ... BPS
Fernandez, Genevieve M.—Interior Decorating ... UFS
Fett, George—Sniffy ... UFS
Ficklen, Herc—Editorial Cartoon ... AVA
Ficklen, Herc—Lonely Heart ... AVA
Ficklen, Herc—Out of Orbit ... AVA
Fiebig, Jim—Mark My Words ... GFC
Fine, Dr. Benjamin—Spotlight On Education ... UFS-NANA
Finley, Art—Art's Gallery ... CHR
Finletter, J.—Miracle Gardening ... BPS
Finletter, June—Hollywood Star Interviews ... BPS
Finn, Ed—Labor Report ... TSS
Fischetti, John—Fischetti Editorial Cartoon ... PHS
Fisher, Douglas—Douglas Fisher Column ... SUN
Fitch, Jack—Astro-Scram ... LED
Flemings, Angel—Education ... NLI
Foley, B.—Air Hawk ... BPS
Folger, Franklin—The Girls ... PHS
Fortuna, Michael—Penny Thoughts ... AF
Foster, Hal—Prince Valiant ... KFS
Francis, Susan—Inside London ... HIS
Frank, Bailey R.—The Skies Today ... SKI
Frank, Phil—On Campus ... RTS
Fredericks, Fred & Lee Falk—Mandrake The Magician ... KFS
Freeman, Don—Point of View ... CNS
Fried, Ida—Automotive ... EPS
Fried, Ida—Boating ... EPS
Fried, Ida—Household ... EPS
Fritchey, Clayton—State of Affairs ... LAT
Frye, William R.—The World in Focus ... WOR
Frye, William R.—The U.N. Today ... WOR
Fulford, Robert—The Arts ... TSS
Fuller, Emma Lou—Women ... NLI
Furgurson, Ernest B.—By No Means Neutral ... LAT
Fuson, Bonnie—Raising Adults ... GRG

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Gallob, Ben—American News Report ... JTA
Gallup, Dr. George H.—Public Opinion News Service (Gallup Poll) ... PHS
Gant, William—The Daily Crossword ... CTN
Gant, William—The Sunday Crossword ... CTN
Gardner, Hy—Glad You Asked That ... PHS
Gary, Gene—Here's How ... CNS
Garfield, Sydney, D.D.S.—Teeth & Things ... GRG
Gates, Art—Holiday Happenings Xmas Cartoons ... GF
Gatton, Lawrence—More For Your Money ... WSS
Gaureke, Mary—The Alumnae ... RTS
Gaver, Jack—Broadway ... UPI
Gaver, Jack—Theater Reviews ... UPI
Gayn, Mark—Asian Report ... TSS
Gelman, Bernard—Off The Beaten Track ... GEL
Gelmis, Joseph—Joseph Gelmis Column ... LTWP
Gerard, Dave—Citizen Smith ... RTS
Germano, Eddie—Sport Easer ... CF
Germond, Jack W.—Politics Today ... GNS
Getterman, Orla—Ginger ... UFS
Giandoni, William—Hemsiphere Report ... CNS
Gibbon, Barbara—Slim Gourmet ... UFS
Gibson, Mildred—Leisure Time ... NNS
Gilbaugh, Dr. John W.—As I View It ... AD
Gilbert, Anne—Antiques ... NNS
Gilbert, Nancy—Youth Page ... APN
Gilbert, Paul H.—Daffynitions ... GFC
Gile, John—Off The Record ... GIL
Gile, John—Gile Without Guile ... GIL
Gilmore, Marguerette—Little Pearls ... QUE
Gilmore, Marguerette—Marga Eyes The Stars ... QUE
Gilmore, Doug & Keith—The Gilmore Bros. "Music Scene" ... TEL
Gilmore, Doug & Keith—The Gilmore Bros. "Top Forty Computerized Forecast" ... TEL
Gilmore, Doug & Keith—Play ... TEL
Gladstone, Bernard—Home Improvement ... NYTS
Ginott, Haim Dr.—Between Us ... KFS
Glasser, Selma—Glasser Guide ... GLA
Glasser, Selma—Glasserfied Directory ... GLA
Glazer, Barney—Entertainment Scene ... TCN
Glazer, Barney—Barney Glazer In Hollywood ... TCN
Glazer, Barney—Glazed Bits ... TCN
Glazer, Barney—Audio Equipment ... TCN
Glazer, Barney—Hi-Fi Equipment ... TCN
Glazer, Barney—Record Tape Reviews ... TCN
Glazer, Barney—Las Vegas/Reno/Tahoe ... TCN
Glazer, Barney—Hollywood Diary Films TV ... TCN
Glazer, Barney—Hollywood News Wire ... TCN
Glazer, Barney—Barney's Blarney ... TCN
Glazer, Barney—Movie Mailbag ... TCN
Glazer, Barney—Books In Review ... TCN
Glazer, Barney—Televents ... TCN
Godfrey, Arthur—One For The Road ... UFS-NANA
Goldberg, Lucianne—New York Woman ... WNS
Golden, Harry—Only In America ... UFS
Goldstein, Marilyn—Marilyn Goldstein ... LTWP
Goldwater, Sen. Barry—Sen. Goldwater Column ... LAT
Goodman, Henry Gaines Jr.—Honeydew ... GOJ
Goodwin, Archie, A. I. Williamson—Secret Agent Corrigan ... KFS
Goodwin, Dave—Insurance For Consumers ... GOO
Goodwin, Dave—Money Matters ... GOO
Goodwin, Dave—Travel Log ... GOO
Goodwin, "Doc" & Eugene Craig—Editorial Cartoons ... DF
Goodwin, "Doc"—Phillip's Flock ... DF
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Gordon, A. C.—Crossword Puzzle ... WLG
Gordon, A. C.—Fortune Teller ... WLG
Gordon, A. C.—Look and Learn ... WLG
Gordon, A. C.—Solve-A-Crime ... WLG
Gordon, A. C.—Terse-Verse ... WLG
Gordon, W. L.—Lesson in English ... WLG
Gordon W. L.—Read and Remember ... WLG
Goren, Charles—Goren On Bridge ... CTN
Gould, Chester—Dick Tracy ... CTN
Gould, Maurice M.—Coin Roundup ... GFC
Graham, Alex—Fred Basset ... PHS
Graham, Billy—My Answer ... CTN
Graham, Ted—What's The Difference? ... DWL
Graham, Sheilah—With Sheilah Graham ... UFS
Grandy, Edwin T.—"Quote" & Unquote ... GNF
Grant, Lou—Grant Editorial Cartoon ... LAT
Grave, Dave & V. T. Hamlin—Alley Oop ... NEA
Greb, Gordon B.—Birthday Calendar ... NSM
Greb, Gordon B.—Birthday Quiz ... NSM

Greb, Gordon B. and Greb, Darlene A.—Your Horoscope ..... NSM
Greb, Gordon B.—Who's Who Today ..... NSM
Greb, Gordon B.—The Rating Game ..... NSM
Green, Arthur S.—How-To Decorating Articles ..... GRE
Green, Arthur S.—Decorating Mail Box ..... GRE
Green, B.—Fun And Games ..... BPS
Green, Ted—Main Street Column ..... PWF
Greenberg, Paul—Right ON! ..... UNP
Greer, Philip—Wall Street Report ..... LTWP
Greenwood, Nat—Belvedere ..... AD
Gregory, Mark—Good Earth Almanac ..... UNP
Grey, Zane—Zane Grey Novels ..... BPS
Grey, Zane—Western Stories ..... BPS
Gross, Milton—Gross On Sports ..... UFS-NANA
Grove, Kim—Love Is ..... LAT
Grubert, Carl—The Berrys ..... PHS
Grunewald, George—In The News ..... CF
Guarino, Charles—What's In Your Name? ..... AD
Gully, Richard—Variations ..... HIS

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Haber, Joyce—Joyce Haber Column ..... LAT
Hagen, John Milton—Odd-Ditties ..... GNF
Haggerty, Sandra—On Being Black ..... LAT
Hale, Dale—Figments ..... RTS
Hale, Meg—Past Sixty ..... HAL
Hall-Otterburn, William—The World of Stars ..... CHR
Hall, Wilton E.—Quiz Hall ..... HPS
Hamilton, Roulhac—Federal Corner ..... DF
Hamlin, Paul—Hair Do's—Do It Yourself ..... SPS
Hamlin, Paul—What Next? ..... SPS
Hamm, Jack—Religious Drawings ..... REL
Hamm, Jack—Living Scriptures ..... SM
Hammond, Dorothy—Antique Wise ..... CF
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Hamner, Rose Irene—Mom's Lunch ..... STH
Hample, Stuart—Children's Letters ..... KFS
Hanan, Harry—Louie ..... CTN
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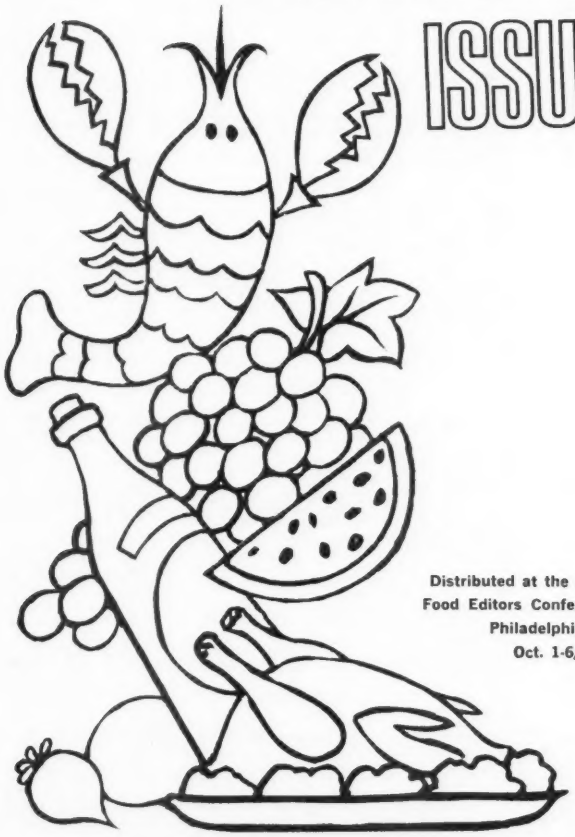

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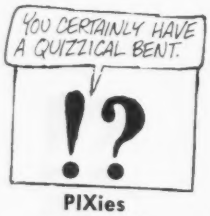

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AP moves Lehmbeck to New York bureau

Appointment of Pierce Lehmbeck as chief of bureau for New York City has been announced by Wes Gallagher, president and general manager of the Associated Press.

Lehmbeck, 36, who has been chief of bureau at Albany, N.Y., for four years succeeds Douglas Lovelace who has been reassigned within the general office of the AP.

Howard E. (Ed) Staats, 33, chief of bureau for Utah and Idaho with headquarters at Salt Lake City, will succeed Lehmbeck at Albany.

Larry D. Kurtz, correspondent at Lansing, Mich., will replace Staats at Salt Lake City.

Lehmbeck, a native of Jacksonville, Fla., was assistant chief of bureau in New York for three years before going to Albany. A graduate of Florida State University, he joined the AP in 1955 as an editorial clerk in Tallahassee.

Lovelace, whose new duties will be announced later, began his career on the *Ogdensburg* N.Y.) *Journal*, worked for the *Los Angeles Times* and the *Blackfoot* (Idaho) *Bulletin* and joined the AP in 1943 in Salt Lake City. He became New York bureau chief in 1963.

Staats is a graduate of the University of Texas and a native of Parkersburg, W. Va. He worked for the *Alice* (Tex.) *Daily Echo* and the *Lakewood Log* in

Lehmbeck

Lovelace

Tacoma, Wash. before joining the AP in Austin, Tex. in 1961.

Kurtz, a native of Omaha and a graduate of the University of Oregon journalism school, joined the AP in Portland in 1961.

•

Salaries protected in technology clause

A two-year contract with the *Ottawa Citizen*, containing a $34 increase for five-year journalists, has been ratified by the Newspaper Guild Ottawa local. Reporters with five years experience now earn $184.10 weekly.

The contract contains a provision that employes displaced by technological change and moved to lower categories will continue to receive the salary paid at the higher one. The Citizen is scheduled to move into new quarters next year, publishing with offset equipment.

Jim Reed and his wife buy weekly in Kansas

The *Osage City* (Kans.) *Journal-Free Press* has been sold to Mr. and Mrs. Jim Reed of Topeka, Kans. The new owners will take possession of the weekly newspaper and job printing plant August 1.

Reed spent 15 years with Capper Publications of Topeka, and served as executive editor of the *Topeka Daily Capital* from 1950 to 1958. Mrs. Reed was a feature writer on the Capital during World War II and prior to that was state editor and assistant city editor of her hometown newspaper, the *Burlington*, (La.) *Hawkeye-Gazette*.

The Journal-Free Press has been published by the Hammond family for more than 40 years. The late Edwin F. Hammond started the *Osage County Journal* in 1928. Five years later he purchased the *Osage City Free Press* from H. C. Sticher. He consolidated the two newspapers in 1933. Since 1955, Mrs. Mabel L. Hammond has served as owner and publisher of the Journal-Free Press.

In 1958, Reed joined the American Medical Association in Chicago to start a new medical newspaper, the *AMA News*. Three years later he became director of public relations for the AMA. After 11 years with the AMA, he resigned to become vicepresident of Blasingame Associates, a management consulting firm in Chicago specializing in the health field.

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Write: Hugh G. Monaghan, Manager
General Advertising Department, Buffalo Evening News
218 Main St., Buffalo, New York 14240

BUFFALO EVENING NEWS

Represented Nationally by Story & Kelly-Smith

PR house updates stylebook for its publicity releases

Reporters who "witness" an accident, report the groundbreaking for a "new" office building, or make everything "vital" are taken to the proverbial woodshed and you-know-what in the revised Stylebook for publicity writers at Carl Byoir & Associates, the public relations firm.

In many examples the book acknowledges some of the progress toward "free-swinging journalese" that has occurred since the original CB&A guide was issued in June, 1944. Board chairman George Hammond emphasizes in the foreword that the stylebook is not intended as a textbook for cubs on "how to write," because the CB&A staff consists of experienced writers most of whom have been indoctrinated in newsrooms.

Most people will agree, says Hammond, that the net result of changes in newswriting has been "more zip, more readability, more naturalness, less triteness, less stodginess, in today's papers."

Compiled by John Stahr

So that publicity releases for CB&A clients keep pace with this trend, John Stahr undertook the compilation and editing of the Byoir stylebook. Some of his guidelines are taken directly from newspaper practices and others designed to warn writers against dullness and old-fashionedness in copy flow from his own standards of quality.

A section of the book called "Super-Ripples in the Copy Stream" contains many good and bad examples with Stahr's comment. In the earlier sections there are simple tips for typers, rules of punctuation, capitalization and abbreviation, and words to watch out for.

On headline writing the book advises: Be careful, and make sure, that you do not put something in the headline that is not in the story . . . Try to avoid using any word more than once in a headline (but don't indulge in far-fetched synonyms in doing so) . . . Always use single quote marks, and do not split two words that are, in context, tightly complementary by having them fall on separate lines. Example:

LECTURE ON ATOM
SAVING METHOD IS
GIVEN AT SCHOOL

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You probably know how much you could afford to pay if you lost a suit for libel, slander, piracy, invasion of privacy or copyright violation. Here's how to handle a bigger judgment: insure the excess with Employers. We have the experience and the personnel to help you set up a program and to assist in time of trouble. Write for details. Our nearest office will contact you at once. Employers Reinsurance Corp., 21 West 10th, Kansas City, Missouri 64105. Other U. S. offices: New York, San Francisco, Chicago, Atlanta.

Heads and captions

The next don't is: Do not start a headline with a verb because most editors regard this as slipshod, ineffective headline writing, and we should not risk incurring their scorn by offering such copy."

One reason is the double meaning of such a headline as:

READ TRANSCRIPT
OF MABEL JONES'
DIARY IN COURT

Is the paper exhorting the reader to some course of action?

Viewed with alarm is this one:

SLAY NAACP LEADER!

Photo captions, says the stylebook, should be full of brevity but that doesn't mean all articles (the, a, an, etc) should be omitted with the result that they read like 10-word telegrams. Also ruled out is the "looking on" phrase for the extra guy who happens to be in the picture.

"Let us not emphasize his superfluousness by that give-away phrase," says Stahr and right away he adds:

"Don't use such phrases as 'while So-and-so beams approval' or 'looks on admiringly'. It's old-fashioned and trite."

Also, "don't insert the gratuitous 'pretty' in a caption before the pretty girl's name. It sounds as though you don't trust the picture to convey the correct impression."

Giving away no secret of the PR business, Stahr comments, "she's undoubtedly pretty or we wouldn't be using her, and if our picture failed to capture the beauty we'd throw it away and use one that did!"

'Man eating tiger'

Hyphens come in for special attention, their usefulness being plain in this case: "He was astonished to see a man eating tiger in the dining room." The right way: "He was astonished to see a man-eating tiger in the dining room."

But, writers are cautioned to beware of less than full use of the little mark between related words, such as "multi-million dollar" when multi-million-dollar is more to the point; or "day-old cake" when it's actually day-old-cake.

But hyphenation style can be tricky, since many recent dictionaries make it a dropout in words with prefixes like mid, non, trans, inter, over and under.

Affectation in writing

Stahr takes dead aim on Affectation No. 1 in the realm of journalism—the use of the deferred subject style. Examples, with his bull's-eye comment:

Planned by Jones, Blake and Droza, Detroit architects, the new school has 18 classrooms, etc. (This implies that it's a natural thing to expect a school planned by that outfit to have 18 classrooms, etc.)

Completed three years ago, the plant is 301 feet by 339 feet and is a one-story structure. (A plant of exactly that size could have been completed 50 years ago, or yesterday).

Born at Glens Falls, N.Y., Horton received his early art training at Hillsdale college in Michigan. (This makes it sound as though Hillsdale were the obvious and logical college for a Glens Falls, N.Y. native).

Just for a laugh, Stahr gives this non-sequitur:

"The man who directs the Blank organization is a big, hearty six-footer who looks far younger than his 59 years. But even in 1933 he was no stranger to the business." (Because, even then, he was six feet tall, eh?"

Watch those figures!

As most stylebooks do, the CB&A guide tells writers to watch their percentages. One example in higher mathematics is:

"Elliott Roosevelt announced that he would start selling 50,000 to 65,000 Christmas trees . . . at prices he estimated would be from 200 to 300 percent below the New York retail list."

For CB&A publicists who put out all those releases on appointments in industrial hierarchy, the stylebook makes this point: After saying So-and-so has been made a regional vicepresident, it's not necessary for the second paragraph to read, "In his new position, So-and-so will have charge, etc."

A final word to copy editors wherever they are: spike this sentence when you see it, "About 400 workers at the Blackstone Company have been laid off temporarily for retooling, President Jones said . . ."

Stahr shudders at the thought: "Social Security, Old-Age Benefits—and now, this!"

•

Missouri plans urban J-center

The School of Journalism of the University of Missouri-Columbia will establish an Urban Journalism Center in St. Louis this fall, it was announced by president C. Brice Ratchford.

The center, which will be staffed by faculty appointed jointly by the School of Journalism and the University of Missouri-St. Louis, will provide experience in mass communications.

Its program was described in a press conference (July 14) by Glen R. Driscoll, chancellor of the St. Louis campus, and Roy M. Fisher, dean of the School of Journalism.

Students at Columbia will have the option of taking one semester of their undergraduate or graduate studies at the Urban Journalism Center on the St. Louis campus.

Director of the Center will be Spencer M. Allen, a graduate of the School of Journalism and currently editorial director of KMOX-tv.

"The center will blend the professional resources and needs of the School of Journalism in Columbia with the resources and needs of our urban campus," Ratchford said.

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The KODAK EKTAMATIC Processor, Model 214-K, can also aid the speed-up, delivering stabilized, finished prints in 15 seconds. Eliminates the bother . . . reduces the time and space required for standard darkroom "wet areas" too.

Get your photographers out of the darkroom and onto the news sooner with just a little help from Kodak. Ask your photographers about these products—they know about their virtues.

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news-people

Dadisman will move to Macon (Ga.) News

Carrol Dadisman, editor of the *Marietta.* (Ga.) *Daily Journal,* has been named managing editor of the *Macon* (Ga.) *News,* a Knight newspaper, effective in mid-August. He succeeds Jay Trawick, who has accepted a post as director of news services and publications at Mercer University in Macon.

Dadisman, editor of the Daily Journal since 1966, is a native of Jefferson, Ga. He began his newspaper career with the *Augusta Chronicle* and was its managing editor before moving to Marietta.

* * *

EDITH PRINGLE—promoted to new post of assistant personnel manager at the *Seattle* (Wash.) *Times.* She had served 13 years with the FBI before joining the Times in 1958.

* * *

ROBERT W. PENDERGAST, a former AP reporter—now director of public relations and advertising for Robertshaw Controls Co., Richmond, Va. He had been manager of news services for the Norfolk and Western Railway.

—Announcement—

TORONTO STAR LIMITED
EXECUTIVE APPOINTMENT

CAMERON L. FELLMAN

Beland H. Honderich, President and Publisher of Toronto Star Limited, announces the appointment of Cameron L. Fellman as Marketing Director. This new position is in the Marketing Division of the company under the direction of Lionel C. Mohr. Mr. Fellman will be responsible for marketing planning and marketing implementation for the company.

Prior to joining The Star, Mr. Fellman held a senior marketing management position with a leading consumer products marketing organization.

Dadisman

Shuff

Publisher is named for CapCities daily

John E. Shuff Jr. has been named president and publisher of the *Belleville* (Illinois) *News-Democrat,* recently acquired by Capital Cities Broadcasting Corporation. Shuff will replace Robert L. Kern, who has worked on the *News-Democrat* for 52 years. Kern became publisher in 1931 following the death of his father, Fred J. Kern. He will remain with the paper for a time as a consultant. Shuff goes to Belleville from *The Oakland Press,* CapCities daily in Pontiac, Michigan.

* * *

DAVE WEDEWARD, a member of the staff for seven years—named sports editor of the *Janesville* (Wis.) *Gazette* to succeed DAVE KALVELAGE who moves to the *Fort Lauderdale* (Fla.) *News* in August.

* * *

JOHN R. KAUFFMAN, circulation promotion manager of the *Pittsburgh* (Pa.) *Press* for 19 years—retired after 32 years of newspaper work.

* * *

DR. WAYNE DANIELSON, dean of the University of Texas School of Communication, will edit the *Carthage* (Tex.) *Panola Watchman* in August while JAMES SMITH goes fishing. Danielson's wife and four children will work with him.

* * *

MATTHEW STORIN—from Washington bureau to metropolitan editor, *Boston Globe.*

* * *

THOMAS O'CONNOR, former reporter, *Cincinnati* (Ohio) *Post and Times Star*—named publicity director, Hartford (Conn.) Stage Co., professional repertory theatre.

* * *

DAN CHERRY, editor of the *Lancaster* (Pa.) *New Era*—elected president of the Pennsylvania Associated Press Managing Editors Association.

Editor is chairman of management group

Jess R. Shaffer, managing editor of the *Cincinnati Enquirer,* has been elected chairman of the Enquirer's 37th Middle Management Board.

The board, formed in 1954, functions as an advisory group to top management and has studied and submitted reports on more than 200 projects involving various operations at the Enquirer.

* * *

SUZANNE DOUGLAS BRENNAN, who began her business career as assistant circulation manager of the *Siskiyou Daily News* at Yreka, Calif., has joined the *Ladies' Home Journal* as national sales manager. She has been working for *Girl Talk* magazine.

* * *

EDWARD J. O'NEIL JR.—from circulation manager to assistant advertising director of Dayton (O.) Newspapers Inc. . . . CHARLES F. O'REILLY—from circulation manager of the *Dayton Journal Herald* to SM of the *Daily News* . . . DONALD E. PENNINGTON — from city circulation manager to CM of the Journal Herald . . . THOMAS R. LINVILLE—promoted to assistant CM, Daily News.

* * *

FRANK MCTAGUE, formerly group sales manager for Newhouse Newspapers, has joined the sales staff of Knight Advertising Sales Inc.

* * *

RICK FRIEDMAN, former E&P staffer and Paddock Publications editor—to Star-Tribune Publications, Chicago Heights, Ill., as assistant to the publisher.

* * *

TOM LORAN, 37, *Saskatoon Star-Phoenix,* will become managing editor of the *Kamloops Sentinel* July 31. He succeeds GEORGE SMITH, who has retired after nearly 13 years as managing editor.

* * *

RON HARRISON has succeeded GEOFFREY MADDEN as editor of the *Woodburn* (Ore.) *Independent.* He was a county government writer for the *Grants Pass Daily Courier.*

* * *

JERRY O. FORD, former editor of the *Davenport* (Wash.) *Times,* has joined the staff of the Expo '74 Corp., Spokane, as a writer on the public relations staff.

* * *

JOHN D. SEIBERT—to circulation director of the *Sacramento* (Calif.) *Union* from *Glendale* (Calif.) *News-Press.* DICK D. CHANEY—from circulation director of the Union to new post as manager of sales and production services. JERRY BYRNE, who has been assistant to Chaney, was promoted to circulation manager.

* * *

D. J. R. BRUCKNER, columnist of the *Los Angeles Times* and former labor reporter, *Chicago Sun-Times,* has been named vicepresident for public affairs at the University of Chicago.

in the news

Province editor named

The *Vancouver* (B.C.) *Province* has announced the appointment of Robert McConnell as editor, effective July 17, to succeed Paddy Sherman, who became publisher July 1. McConnell, 29, was graduated from the University of British Columbia in 1964.

* * *

KENNETH YOUNT, former swing editor of the *Beckley* (W.Va.) *Post-Herald*—to wire editor of the *Fairmont* (W.Va.) *West Virginian.*

* * *

JOHN B. GORDON, formerly sports editor of the *Bradenton* (Fla.) *Herald* — named assistant director of public relations and director of the news bureau for Rollins College, Winter Park, Fla.

* * *

MARCIA SIMONS—resigned as telegraph editor of the *Casa Grande* (Ariz.) *Dispatch* to consider a new assignment in California.

* * *

PETE FULMER, an *Orange County* (Calif.) *Register* newsman for 12 years, is the new community communications consultant for the Laguna Beach Unified School District.

* * *

KEITH JONES, a former night copy desk editor for the *Orange County* (Calif.) *Register*, has returned to the Register as Anaheim reporter.

* * *

TWILA DOUTHIT, recent Oklahoma Baptist University graduate—named news editor of the *Torrington* (Wyo.) *Telegram.*

* * *

ROGER GOSS, recent University of Oklahoma graduate, has been named news editor of the *Weatherford* (Okla.) *News*... MRS. ROGER GOSS, former women's editor of the *Norman* (Okla.) *Transcript*, has been named women's editor and feature writer of the Weatherford News.

* * *

ROBERT G. WAHL, circulation director of the *Hyannis* (Mass.) *Cape Cod Standard-Times*, has been promoted to administrative assistant to the publisher. He is succeeded as circulation manager by ROBERT N. PRESS, former circulation sales manager of the *New Bedford* (Mass.) *Standard-Times.*

* * *

VANCE CAESAR—named assistant director of production for the *Miami Herald.* Caesar, 27, a graduate of the Citadel, joined the Herald in 1970 as administrative assistant to general manager H. J. JURGENSMEYER.

* * *

JACK KNOX, cowboy who became editorial cartoonist for the *Memphis Commercial Appeal* and then the *Nashville* (Tenn.) *Banner* 40 years ago, has retired at 61.

* * *

THOMAS W. CONNER, *Seymour* (Ind.) *Daily Tribune* publisher—elected president of the Hoosier State Press Association.

ROBERT G. ROBINSON—named editor of the *Weston* (W.Va.) *Independent* to succeed DALYN L. CURREY, who resigned.

* * *

HARRY MCDONNELL, maritime editor of the *Mobile* (Ala.) *Press Register*, received a plaque from the U.S. Maritime Commission for promotion of transportation industries.

* * *

STEPHEN A. ROTHMAN, legal and investigative reporter for the *Waukegan* (Ill.) *News-Sun*, has been voted into membership of the National District Attorneys Association in recognition of his reporting of income tax and real estate assessment cases.

* * *

NICK NICHOLS, editor of the *Ontario* (Ore.) *Daily Argus-Observer*—resigned to become city editor of the *Pocatello* (Idaho) *State Journal.* He has been succeeded in Ontario by MRS. CHRIS MOORE, an Oregon State University graduate promoted from reporter.

* * *

ALAN C. DONNELLY, former Army communications officer, University of Oregon journalism graduate and recently reporter for the *Cottage Grove* (Ore.) *Sentinel*—named news editor of the *Tigard* (Ore.) *Times.*

* * *

FRED CONN, publisher of the *San Angelo* (Tex.) *Standard-Times*—appointed to the Water Pollution Control Advisory Board in the Federal Environment Protection Agency.

* * *

TROY HENDERSON, former editor of the *Broward Review and Business Record* in Fort Lauderdale, has been appointed editor of the *Tribune* weekly papers.

* * *

ROBERT W. BURDICK—from the *Miami* (Fla.) *Herald* to managing editor, *Palm Beach Daily News.*

* * *

LOU SOPHI, chief make-up clerk for the *San Francisco Chronicle*, has retired after 51 years association with San Francisco newspapers.

* * *

PETER W. BERRECCHIA—from managing editor to editor of the *Kingston* (N.Y.) *Daily Freeman* to succeed the late LOUIS R. NETTER. He joined the Freeman in 1967 after working for the *New York Mirror, Lockport Union-Sun* and *Albany Knickerbocker News.*

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Which goes to show she's cheerful, sociable, pretty and bright. As every Delta passenger who's flown with her knows. Even without reading this ad.

Delta is ready when you are.

People in the news

(*Continued from page* 27)

RON WAHL, news illustration director for the *Palm Beach Post-Times*, West Palm Beach, Fla., has resigned to accept a position with the Ocean Promotion Group. He will be in charge of the visual development of *Wet Set Illustrated*, a water-sports and waterfront living tabloid of 25,000 circulation in Florida.

* * *

GARY CONKLING, former reporter for the *Port Angeles* (Wash.) *News*—named news editor of the *Astoria* (Ore.) *Daily Astorian*, replacing DAVE COOPER, who has purchased the weekly *Sweet Home* (Ore.) *New Era*.

* * *

WILLIAM R. VAN BUREN JR., secretary-treasurer of the Daily Press Inc., Newport News—elected president of the Virginia Press Association.

* * *

J. D. FITZ, publisher of the *Morganton News Herald*—new president of the North Carolina Press Association. He was secretary of the organization for 10 years.

* * *

ROBERT FARQUHAR—from city editor of the *Oklahoma City Times* to managing editor of the *Charlotte* (N.C.) *News*.

* * *

NOLAN HACKING—from city editor to editorial page editor of the *San Angelo* (Tex.) *Standard-Times*, succeeding JERRY NORMAN who moved to the editorial staff of the *Corpus Christi Caller-Times* . . . CLEVE POWELL—from state editor to city editor of the Standard-Times . . . MIKE PERRY now state editor.

* * *

LEW R. WINKLER, a former executive editor of the *Bloomington* (Ind.) *Tribune*, is now assistant managing editor of the *Rockford* (Ill.) *Morning Star*, *Register-Republic* and *Sunday Register-Star*.

Buying Boston?

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A new political star rises out of the newsroom

By Keith Shelton

Come January, the turbulent Texas Senate will be in the hands of a 40-year-old Houston newspaper editor whose name means fame in Texas, if not in the rest of the country.

William P. Hobby Jr., son of former Texas Gov. William P. Hobby and Oveta Culp Hobby, who was Eisenhower's secretary of Health, Education and Welfare and who before that headed the Women's Army Corps in World War II, was elected Democratic nominee for lieutenant governor in the Democratic primaries this spring. Since he does not have a Republican opponent, he is now the lieutenant governor-elect and as such will preside over the Texas Senate the next two years.

As tough as his election campaign was, ruling the Senate may be an even bigger chore. In a state in which the governor does not have much legal power, the lieutenant governor runs a close second in control of the state.

Conservatives are in

A liberal senate will turn conservative as the result of this year's elections, which say a turn-the-rascals-out mood unseat the incumbent governor, the incumbent lieutenant governor and other miscellaneous incumbents.

In the last minute of a recent special session, a resolution was presented in the Senate to congratulate all the lame ducks in the chamber. One member said it was a cinch to pass. "More than half of us in here are lame ducks," he noted.

Hobby, who served briefly as parliamentarian of the Senate in 1959—his mother had been parliamentarian of the House from 1926 to 1931—entered the race against large odds.

Not only were a couple of incumbent senators running, but the brother of one of the most popular politicians in Texas history, former Gov. John Connally, was seeking the post. Hobby surprised a few by making the runoff with Sen. Wayne Connally of Floresville, then surprised even more by beating him in a tough runoff campaign.

'Honestly' is his theme

Connally charged Hobby with beating his neighbor's child, a charge stemming from an old incident in which Hobby supposedly struck a teenage neighbor child for allegedly beating up his own small child. The Houston district attorney's office said it did not see merit in the case at the time and no charge was pending against Hobby. That came after Hobby had attempted to tie Connally into the stock fraud scandal which rocked Texas the past year or so and in which the incumbent speaker of the House was convicted of conspiracy to accept a bribe.

Hobby, a soft-spoken non-dynamic candidate with lots of money and a good organization, hit hard with a media campaign emphasizing the slogan, "Bill Hobby will make a good lieutenant governor. Honestly." With an electorate strongly sensitive to the shadow cast on public figures in the stock fraud scandal—one of a series to strike Texas in recent history—Hobby's message was understood.

William P. Hobby Jr.

If Hobby can manage to control the Texas Senate under a fledgling governor (incumbent Gov. Preston Smith and Lt. Gov. Ben Barnes, among others, were rejected for governor in favor of the newcoming Dolph Briscoe in the Democratic primary), he might follow in his father's footsteps.

W. P. Hobby was lieutenant governor from 1914 to 1917 and from 1917 to 1921 served as governor, one of the most popular chief executives Texas ever had.

His son was born in Houston and was graduated from Rice University in Houston. He moved up through the executive ranks of the *Houston Post*, a family enterprise, starting out as assistant secretary-treasurer. He served as associate editor and managing editor and since 1963 has been executive editor and president.

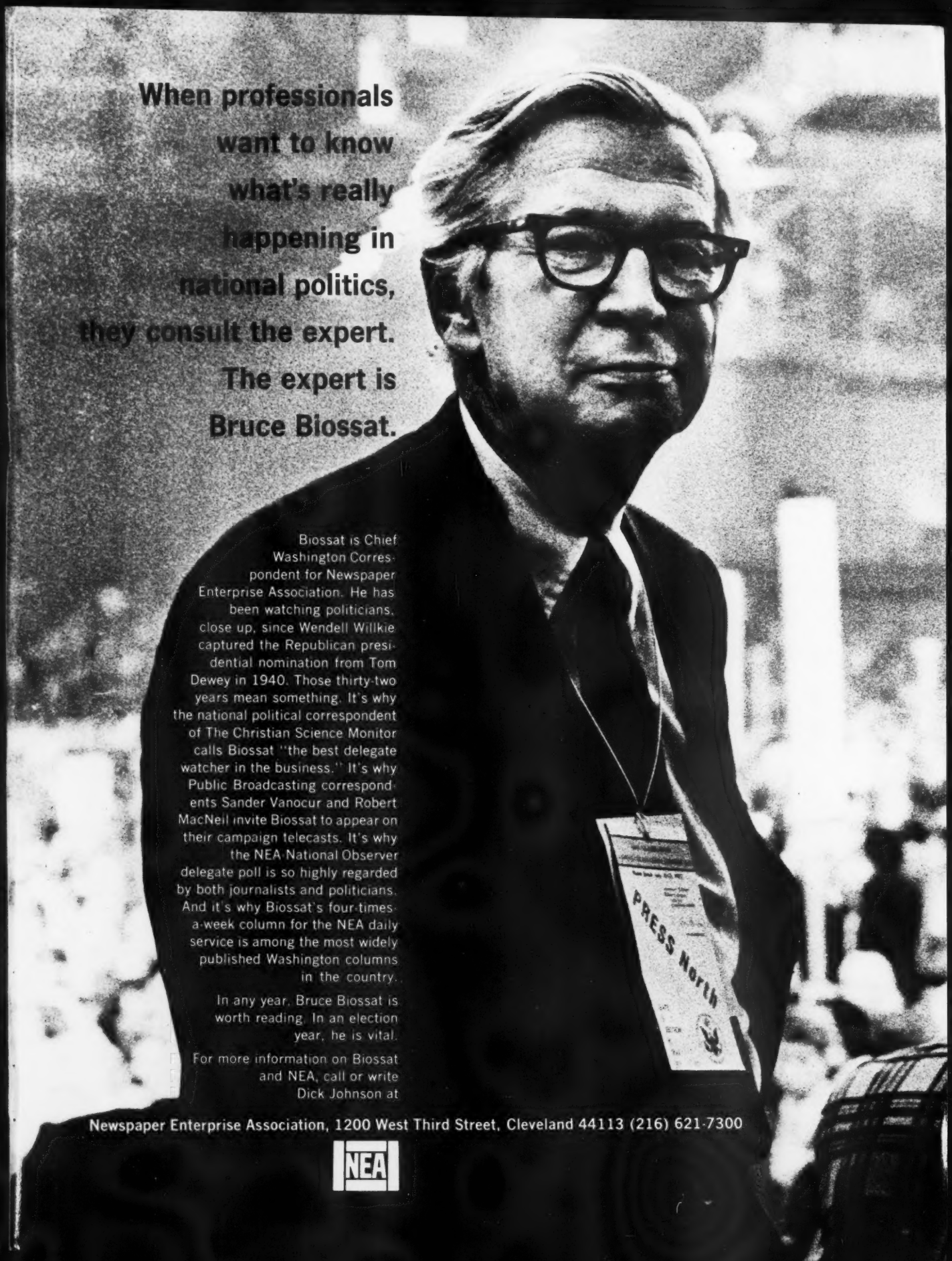
Hobby is a member of the American Society of Newspaper Editors and served a term as president of the Texas Hunter and Jumper Association. He also was vicepresident of the U.S. Equestrian Team Inc., in 1959-60.

•

Hornell Tribune buys Wellsville Reporter

The *Wellsville* (N.Y.) *Daily Reporter* has been sold by the Waterbury family to the W. H. Greenhow Co. of Hornell, N.Y., publishers of the *Hornell Evening Tribune* and four weekly newspapers with affiliated shoppers in western New York. The shopper published by the Reporter.

The two dailies will be published independently of each other, Louis G. Buisch Jr., Tribune general manager, said. The sale included a weekly advertising paper.


When professionals want to know what's really happening in national politics, they consult the expert. The expert is Bruce Biossat.
Biossat is Chief Washington Correspondent for Newspaper Enterprise Association. He has been watching politicians, close up, since Wendell Willkie captured the Republican presidential nomination from Tom Dewey in 1940. Those thirty-two years mean something. It's why the national political correspondent of The Christian Science Monitor calls Biossat "the best delegate watcher in the business." It's why Public Broadcasting correspondents Sander Vanocur and Robert MacNeil invite Biossat to appear on their campaign telecasts. It's why the NEA National Observer delegate poll is so highly regarded by both journalists and politicians. And it's why Biossat's four-times-a-week column for the NEA daily service is among the most widely published Washington columns in the country.
In any year, Bruce Biossat is worth reading. In an election year, he is vital.
For more information on Biossat and NEA, call or write Dick Johnson at
Newspaper Enterprise Association, 1200 West Third Street, Cleveland 44113 (216) 621-7300
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The Weekly Editor

WENT DAILY FOR SPORTS EVENT

How can a weekly capitalize on a major sporting event in its circulation area—in the face of massive coverage by metropolitan dailies?

Well, the *Chagrin Valley Times* at Chagrin Falls, Ohio, did it by "joining them instead of trying to beat them,"—by going daily for four editions.

"We print on Thursday—the day the Cleveland Open golf tournament was supposed to open at Tanglewood Country Club (June 29), which is right smack in the middle of our circulaton area," said Roy Myers, editor and publisher of the tabloid which began publication in September, 1971.

"We knew that, under normal circumstances, we could do little on the tournament that would be vital by the next time the next issue of the Times came out.

"So, on the spur of the moment—the Monday before the tournament started—we hit on an idea. Why not put out a daily paper—and distribute it right at the site of the tournament?" continued Meyers.

Monday night, Meyers met with some of the tournament officials and laid out his plans. They liked the idea and by Monday morning, some of the big tournament backers, including a major food chain, two banks and an association of auto dealers, had agreed to underwrite the idea by buying enough advertising to at least pay for the printing costs.

Then advertising manager Gary Kornell and Meyers went to work selling other advertisers.

"Originally, we felt if we could put out a four or eight-page tab each day that it would be a success," said Meyers. "By Thursday morning, it became obvious that we would have to have more pages than that."

Rains hit

Then, the rains hit Thursday and washed out the opening day of the tourney, which meant it would be extened through Monday.

"We had announced we would print editions on Friday, Saturday and Sunday," said Meyers. "Now the decision was whether to skip the washed-out day or to go ahead and print four editions.

"Our decision was to go ahead with four editions—and it turned out to be the right one."

The Friday edition contained 12 pages with about 60% advertising with features on some of the golfers and stories about the rain and what could be expected in the next few days.

"By having that copy in our hands Friday morning, we were able to add enough in last-minute advertising to put out a 16-page paper the next three days," explained Meyers.

"But it wasn't easy," he added.

"Thursday and Friday, our women's writer, Nancy Tiffen, who knew little about golf, spent time at the course doing features from the woman's standpoint—about volunteer workers, styles, etc.

"Jim Vittek, our sports editor, and myself devoted our time to interviews with golfers and on-the-spot pictures of the action.

"In addition, we enlisted two friends who work on metro dailies to assist—and, in that way, we had a re-write man at our office about two miles away, in addition to another on-the-spot reporter.

Each day, the copy would be set by 11 p.m. Meyers then processed three to four rolls of film and made prints—with the final paste-ups being ready by around 3 to 4 a.m.

At 7 a.m. each morning, they left for the printers, some 40 miles away in Medina, O., and were back at Tanglewood by 11 a.m. with 5,000 copies of the paper.

It was distributed free at the tournament—with stacks of the papers at every refreshment stand, ticket booths, clubhouse, pro-shop and locker room.

"It was really gratifying to walk around the course and see hundreds of people leaning against trees, sitting by the greens or in the grandstand—all reading the Times," said Meyers.

The final result was a profitable edition—and the expectation of increased revenues over the coming years through the contacts made and publicity gained.

Meyers said Cleveland area dailies made mention of the special edition—as did several radio and TV stations.

A Professional Golfers Association official told him it was "the first time in 15 years on the pro golf tour he had ever seen anything like it done."

Because of the 4th of July holiday falling in the middle of the week, combined with the day's rainout, the news of the final round of the Open, which resulted in a playoff, was still fresh for the regular Thursday edition.

"We used many of the pictures we had in the special editions," said Meyers. "Which amounted to about 300% more coverage than our competitor had on Thursday.

And the competition angle is very important to the Times. It's rather unique situation.

Chagrin Falls, with a population of only 4,848, is in the middle of an affluent, high-class suburban area.

Any town with under-5000 population that can boast of two weekly papers is unusual. But in this case, it's even more so since Meyers was the editor of the competing paper for seven years before starting out on his own.

"We merged with a chain two years ago," said Meyers. "And I didn't feel that my philsophy of a local paper agreed with theirs."

So, he resigned last August and the first issue of the Times appeared on Sept. 23, 1971. It's a corporation with 30 stockholders—all local residents.

Since then, it's grown to a paid circulation of more than 4,000 with an average of 32 tabloid pages weekly.

"We're pretty sure we have nearly as much circulation as our competitor in the market area we're trying to serve," said Meyers.

Lack national ads

"And we know we're outselling them nearly 3-1 in the local market. They have a lot of national advertising secured through the chain that we have little chance for," explained Meyers.

To compound the competitive situation, the Chagrin Falls area is also served by a shopper that goes to every home and a daily paper in an adjoining county that circulates in Chagrin.

Meyer's staff includes himself and four full-time employees and about 10 part-time stringers and correspondents.

Meyers has been in the suburban newspaper business since 1958.

•

Weekly editors elect conference president

Kieth Howard, editor of the *Yellow Springs* (Ohio) *News*, was elected president of the International Conference of Weekly Newspaper Editors (July 18) during the group's annual meeting at Pere Marquette State Park, Grafton, Ill.

He succeeds Wheeler Mayo of the *Sequoyah County Times*, Sallisaw, Okla., who becomes a member of the board of directors.

Named vicepresident was William Rotch, *Cabinet Press*, Milford, N.H.

Wendell Crow, instructor in journalism at Southern Illinois University at Carbondale, is the new secretary-treasurer succeeding Howard R. Long, director of the SIU School of Journalism.

New board members in addition to Mayo are Blair Macy, *Windsor* (Colo.) *Beacon;* and Mary Jane Schneider, *Byerton* (Pa.) *Times-Dispatch.*

C. Peter Jorgenson of the *Arlington* (Mass.) *Advocate* received the Golden Quill award for his editorial, "One Too Many," which dealt with traffic safety.

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It happens automatically when you pre-set the Goss-Ferag M-71 counter-stacker. There's no costly miscounting.

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Now, notice how neat that stack is. And it's perfectly jogged. That's the way it comes off the M-71 counter-stacker, so you can feed it directly into a stuffing machine hopper. Without having to jog it.

That saves manpower.

If your press produces up to 45,000 papers an hour, the Goss-Ferag M-71 is probably the most economical unit you can buy. Because we build it to save you a bundle.

Harry Andree can give you all the details about the Goss-Ferag counter-stacker, along with the other units of the Goss mailroom systems. Call him at (312) 656-8600. Or write: Goss Mailroom Systems, 5601 West 31st Street, Chicago, Ill. 60650.

MGD Graphic Systems
North American Rockwell

Financial Notes

By Robert C. Davis

Newspaper earnings up — Reports of Knight Newspapers record quarterly earnings and Gannett's 22% gain in operating revenues for the past six months are followed this week by earning increases from other groups.

Washington Post Co. profits rose 53% for the six-month period ending July 2. Net income was $4.78 million compared to $3.12 million and were reflected in per share earnings for the six-month period of $1 against 76 cents last year.

Quarterly earnings were 84 cents a share compared to 65, with operating revenues up $57.69 million from $51.46 million.

New York Times reported a 22% gain in net income for the quarter of $2.8 million or 24¢ a share, up from $2.3 million or 20¢ a share. Revenues rose to $82.4 million from $74.5 million.

Ridder Publications Inc. reported an 18% increase in second quarter earnings over last year. Net earnings were $3.6 million, or 40 cents a share, on revenues of $36.5 million. A year ago, net earnings were $3.1 million or 34 cents a share, on revenues of $33.4 million. For the six-month period earnings increased 17%.

Increased volume and some price raises accounted for the higher earnings, the company said, adding that deferral of additional price increases due to Price Commission regulations may limit earnings in the second half.

Media General Inc. announced net income for the quarter of $1.8 million, and $3.4 million for the half, against $2.2 million for the quarter in 1971 and $3.2 million for the half. Earnings per share for the quarter were 57¢ down from 62¢.

Lee Enterprises of Davenport, Iowa shows record gains for the third quarter and nine months of the fiscal year. David K. Gottlieb, president, reported a gain of 19% in net income for the three months ended June 30 from $930,000 to $1.1 million and per share earnings from 32 to 33 cents. For the nine-month period, they were 95 cents compared with 88 cents.

ComCorp, Cleveland-based publishers of Sun Newspapers reported pre-tax earnings for the six-month period ending June 30 were $223,000 as compared to $25,000 a year ago. Net income was $106,000, or 15 cents a share, contrasted with $25,000 or three cents a share. For the 12-month period, earnings were $470,000 against $112,000 and net income was $214,000 or 31 cents a share compared to $128,000 or 18 cents a share.

Post Corp. of Appleton, Wisc., a diversified firm with media and insurance interests, reported a gain in earnings, to $701,000 from $553,000, through per share earnings remained at 74 cents. Net revenues were $8.2 million compared with $6.4 million for the first half. Newspaper profits were up and included a full quarter of earnings from Transcript Newspapers, a group of eight weeklies and semi-weeklies in the Boston suburbs. Despite economic pressures in the broadcast division, earnings were up 26%, David L. Nelson, executive vicepresident, said. Second quarter earnings in the company's insurance section, All-Star Insurance Corp., were up 68%, and 4% for the year.

Time Inc. reported earnings increases of 10% for the quarter and the first half of 1972 with income rising to $9.1 million from $8.2 million and per share earnings to $1.26 from $.14 for the second quarter. Chairman Andrew Heiskell said, "The gains this quarter were achieved primarily by our magazines, most notably by Life."

* * *

Booth Newspapers showed a rise in net income to $2 million or 50 cents a share from $1.6 million, 42 cents a share, for the quarter ending June 30. For the six-month period net income climbed to $3.3 million, 84 cents a share, from $2.9 million, 73 cents a share.

* * *

Multimedia Inc. announced a rise in net income for the quarter of $1.5 million, 59 cents a share, from $1.2 million, 42 cents a share. The rise in net income for the six-month period was $2.5 million, 95 cents a share, from $2.1 million, 49 cents a share, a year earlier.

* * *

Paper profits rise—Abitibi Paper Co. Ltd., with a 1972 newsprint capacity over 1 million tons, reported quarterly earnings of $75.0 as opposed to 69.8 million last year, reflecting per share earnings of 10 cents from seven cents. In the six-month period last year, no earnings were available for the common stock. This year, they were 11 cents on net income of $2.2 million over $389.000 last year. Sales were $144.5 million for the six months compared to $136 million.

* * *

Great Northern Nekoosa reported net earnings for the quarter of $3.9 million, or 75 cents, compared with $3.4 million or 64 cents. Net income for six months was $7.8 million or $1.48, compared with $170.3 million or $1.13.

* * *

Doremus & Co., advertising agency, announced a 20% increase in net income and billings for the quarter and 24% for the six-month period. Net income amounted to $159,000 or 35 cents a share, compared with $133,000 or 30 cents a share. Gains were attributed to expanding advertising budgets.

J. W. Thompson Co. reported losses. For the quarter, net income was down to $1.89 million, or 70 cents a share from $2.25 million, 82 cents a share. Commissions and fees were off to $29.7 million from $30.4 million.

Figures were comparable for the six-month period when net income was down to $2.7 million, or $1.01 a share, from $3.5 million, or $1.27 a share. Commissions were down to $55.3 million from $56.9 million.

* * *

St. Louis Globe-Democrat's rate increase was denied by the Price Commission several weeks ago because the request was "not properly justified," not because the increase was "not justified," as was stated here.

Past Week's Range of Stock Prices

NEWSPAPERS	7/19	7/26
American Financial Corp. (OTC)	18	19
Booth Newspapers (OTC)	34¾	35
Capital Cities Bdcstg. (NYSE)	57¾	58⅞
Com Corp. (OTC)	7¼	7½
Cowles Comm (NYSE)	11	11
Dow Jones (OTC)	42¼	43
Downe Comm (OTC)	8½	7¾
Gannett (NYSE)	76	77
Harte Hanks (OTC)	29½	29¼
Jefferson-Pilot (NYSE)	54	55¾
Knight (NYSE)	50¾	53¼
Lee Enterprises (AMEX)	27⅝	26¼
Media General (AMEX)	39½	38¾
Multimedia (OTC)	40½	40½
New York Times (AMEX)	19¼	19½
Panax (OTC)	9½	9½
Post Corp. (Wisc.) (OTC)	23¾	21
Ridder Publications (NYSE)	30¼	31½
Southam Press (CE)	24	24¾
Thomson Newspapers (CE)	39	38½
Time Inc. (NYSE)	45	47⅜
Times Mirror (NYSE)	57⅜	57⅜
Toronto Star (CE)	46¾	46¾
Washington Post (AMEX)	34	34
SUPPLIERS		
Abitibi (CE)	9	9⅜
Addressograph Multi. (NYSE)	46½	46⅝
Alden Electronics (OTC)	1⅝	1⅝
Altair (OTC)	4	4⅝
B. C. Forest (CE)	21	21
Berkey Photo (NYSE)	20⅞	21¼
Boise Cascade (NYSE)	10	9½
Compugraphic (AMEX)	34⅜	35¼
Compuscan (OTC)	8½	8½
Comsat (NYSE)	54⅛	54¼
Crown Zellerbach (NYSE)	25¾	26⅛
Cutler-Hammer (NYSE)	46	51
Datascan (OTC)	15½	15
Dayco (NYSE)	17¾	18¼
Digital Equipment (NYSE)	81½	82⅛
Domtar (AMEX)	14½	14¾
Dow Chemical (NYSE)	88¼	89
Eastman Kodak (NYSE)	130½	137⅜
Ehrenreich Photo (AMEX)	21¼	23
Eltra (NYSE)	31⅝	32
General Electric (NYSE)	63⅞	64¼
Georgia Pacific (NYSE)	39⅝	39
Grace, W. R. (NYSE)	25⅜	26⅜
Great Lakes Paper (CE)	16¼	16¾
Great No. Nekoosa (NYSE)	52⅛	52½
Harris Intertype (NYSE)	51	51½
Inmont (NYSE)	11⅜	10⅞
International Paper (NYSE)	34	35½
Itek Corp. (NYSE)	59	60⅝
Kimberly Clark (NYSE)	33½	34¼
LogEtronics (OTC)	7⅜	7
MacMillan, Bloedel (CE)	25¼	27½
Milgo Electronics (AMEX)	37	37¾
Millmaster Onyx (AMEX)	12⅝	12½
Minnesota Min. & Mfg. (NYSE)	79¼	81¼
No. American Rockwell (NYSE)	30⅞	30⅞
Photon (OTC)	10¾	11¼
Richardson (NYSE)	14½	14¼
Singer (NYSE)	81¾	82½
Southland Paper (OTC)	18½	19½
Southwest Forest Ind. (NYSE)	14⅛	14¼
Sun Chemical (NYSE)	26¼	26¼
Wheelabrator Frye (NYSE)	8⅝	9½
White Consolidated (NYSE)	18¾	19
Wood Industries (OTC)	15⅜	16
ADVERTISING AGENCIES		
Doremus (OTC)	13¼	13
Doyle, Dane, Bernbach (OTC)	31	30½
Foote, Cone, Belding (NYSE)	12⅞	12⅝
Grey Advertising (OTC)	17⅜	17¾
Interpublic Group (NYSE)	33⅝	35⅞
Needham, Harper & Steers (OTC)	32¾	32¾
Ogilvy, Mather (OTC)	45½	48½
PKL Co. (OTC)	2⅜	1⅝
J. W. Thompson (NYSE)	40⅝	38½
Wells Rich Greene (NYSE)	21⅞	22⅝

BUNKER RAMO: a major producer of electronic components, assemblies and systems as well as knitted deep-pile fabrics... a company with 22 divisions and subsidiaries in 38 locations in the U.S., Canada, Europe, Asia and Australia. But Bunker Ramo is much more than just products and places. It has its own unique personality. The responsibility to reflect this personality accurately is evident in the way Sid Cato, Director of Public Relations, talks about his job. "My job, in its most basic terms, is to reflect Bunker Ramo accurately to the people whose lives we ***touch.*** That adds up to a lot of people, beginning with our customers, employees, neighbors and our investors. I've worked on the media side and now I'm working on the corporate side. One important thing I've learned is that there is no easy path to good communications. It takes a lot of hard work. It also takes discipline... enough discipline to always reflect what a company actually is... no more and no less." Bunker Ramo Corporation, 900 Commerce Drive, Oak Brook, ILL. 60521. (312) 522-3002.

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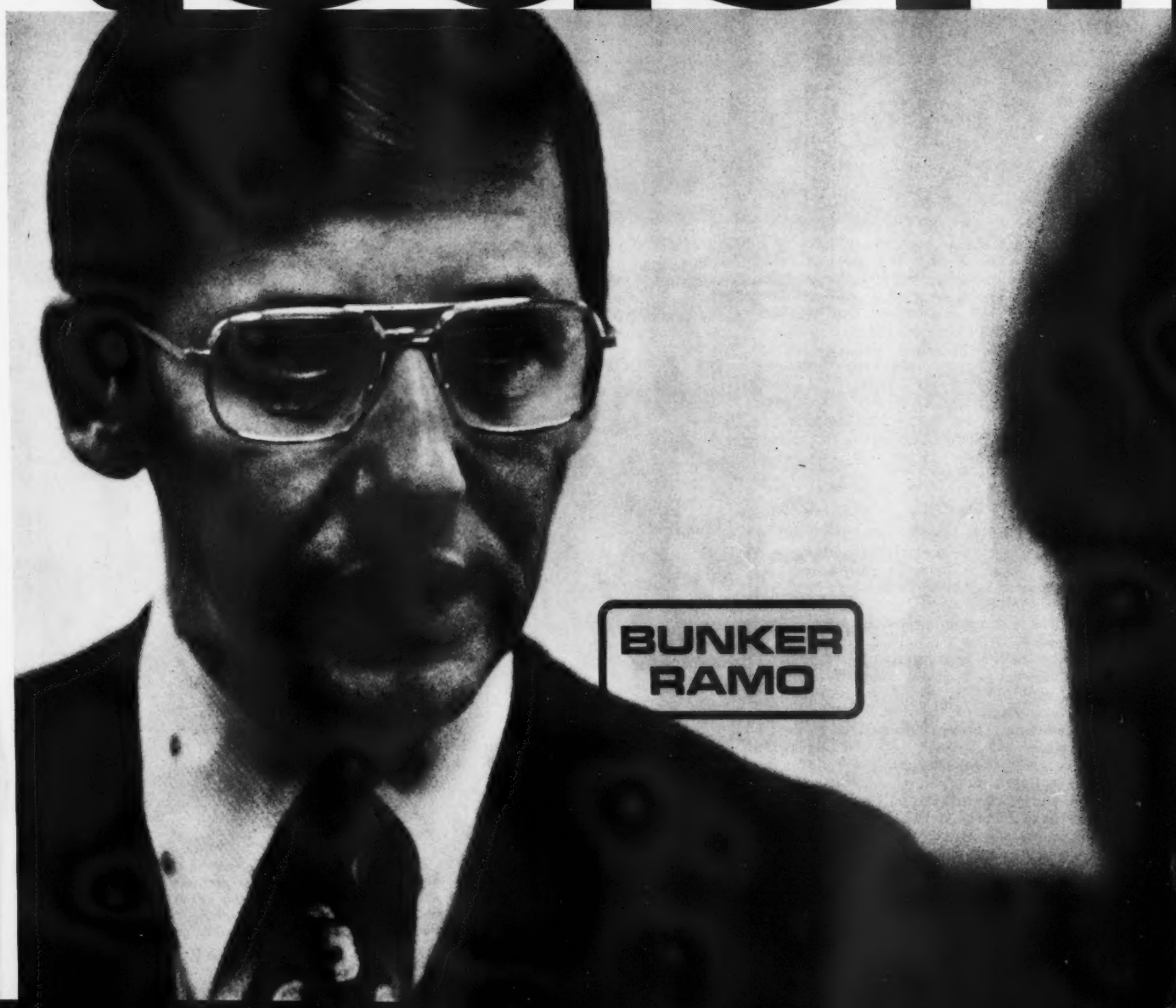


on-line

By Craig Tomkinson

USERS as well as suppliers or manufacturers can and **have been named in patent infringement suits.** Realization of this has led the ANPA legal counsel to urge members to insist on a **"hold-harmless"** statement of protection before using new letterpress plate technology. This new phase of newspaper production was singled out because there has been a proliferation of entries into the field and the ANPA said it is impossible "without adjudication" to determine if any infringe on existing patents. The ANPA suggested that newspapers, in order to protect themselves, have their own lawyer write agreements stipulating that the supplier will pay all legal and damage fees resulting from an infringement suit. The ANPA said that at least one manufacturer already has such a hold-harmless agreement in its contracts.

* * *

HAIR WASN'T A SAFETY PROBLEM for male workers in 1953 when the first edition of the *Safety Manual for the Graphic Arts Industry* was issued, but styles being what they are, the long locks on males today are a hazard. This is just one point brought out in the revised edition of the manual, issued by the Education Council of the Graphic Arts Industry and the National Safety Council with funds from NPEA Exhibits Inc., in cooperation with the National Printing Equipment Association. The 250-page manual was written for the supervisory level of personnel on which falls the greatest responsibility for safety, but it makes good reading for management as well. For one thing it will aid compliance with rules laid down by the Occupational Safety and Health Act of 1970 and it will point out safety hazards management never dreamed existed. The manual is available to Education Council members for $4.15 and to non-members for $7.50. Write the Council at its headquarters at the Graphic Arts Technical Foundation, 4615 Forbes Avenue, Pittsburgh, Pa., 15213.

* * *

THIS COLUMN IS A GOOD MEDIUM for spotlighting the inventiveness of individuals working in newspaper production. Such a person is **Walter Enderley,** newsprint and collating foreman for *Newsday.* There was a problem connected with insertion of Newsday's Sunday TV book in the color comics section along with *LI Magazine.* The TV book, because of its smaller size and slick stock, was occasionally slipping out of the color section before reaching readers. Enderley solved the problem by attaching a reciprocating arm, geared to the speed of the collator, to the collator handling the TV section. To the end of the arm he affixed a sponge rubber head from a **59 cent bottle of shoe polish** and a rubber tube from the applicator to a can of glue on top of the collator. This device places a small dab of glue on the center of the insert's bound edge. Once inserted, and pressed down, the book stays just firm enough to keep from slipping out but not so firm that either the cover of the book or the comics page is damaged when the TV book is removed.

* * *

WHAT'S STARTLING about the *Lexington* (Tenn.) *Progress* is not that it's the 109th weekly in the state to convert to offset printing but that there are only 14 weeklies remaining in the state that aren't offset. With Tennessee rapidly approaching the 100 percent offset mark, at least as far as weeklies are concerned, **on-line** wonders if any state has reached that point. According to the Tennessee Press Association, 61 percent of the state's dailies are offset.

* * *

THERE'S A POST OFFICE BOX in Princeton Junction, New Jersey, with the number T-1000. Sounds like Tal-Star's computer system and in fact the box serves Tal-Star's new corporate headquarters which the company said was made necessary by the doubling of its technical staff over the past year. Old headquarters were in nearby Hightstown. Sorry to disappoint you, Tal-Star's new phone number isn't T-2000, it's (609) 799-1111.

•

Baker buying 2 papers

Dennis Baker, publisher of the *Atwater* (Minn.) *Herald,* is purchasing the *Lake Lillian Crier* and the *Cosmos Sun,* according to an announcement in the Crier. The transaction includes Richard Higgin's interest in Crow River Press, a central printing plant for about 20 weeklies.

Goss gets order for $13-million offset presses

The Goss Division of MGD Graphic Systems, North American Rockwell Corporation, has received a $13 million order for offset newspaper presses, the largest order for that product line ever negotiated by the company.

Oregonian Publishing Co., Portland, Oregon, ordered 36 Metro-Offset units, six folders, four Goss press control systems and many automated press adjustment features.

Fred A. Stickel, president and general manager of Oregonian Publishing, and Les Kraft, vicepresident of sales for Goss, announced the order.

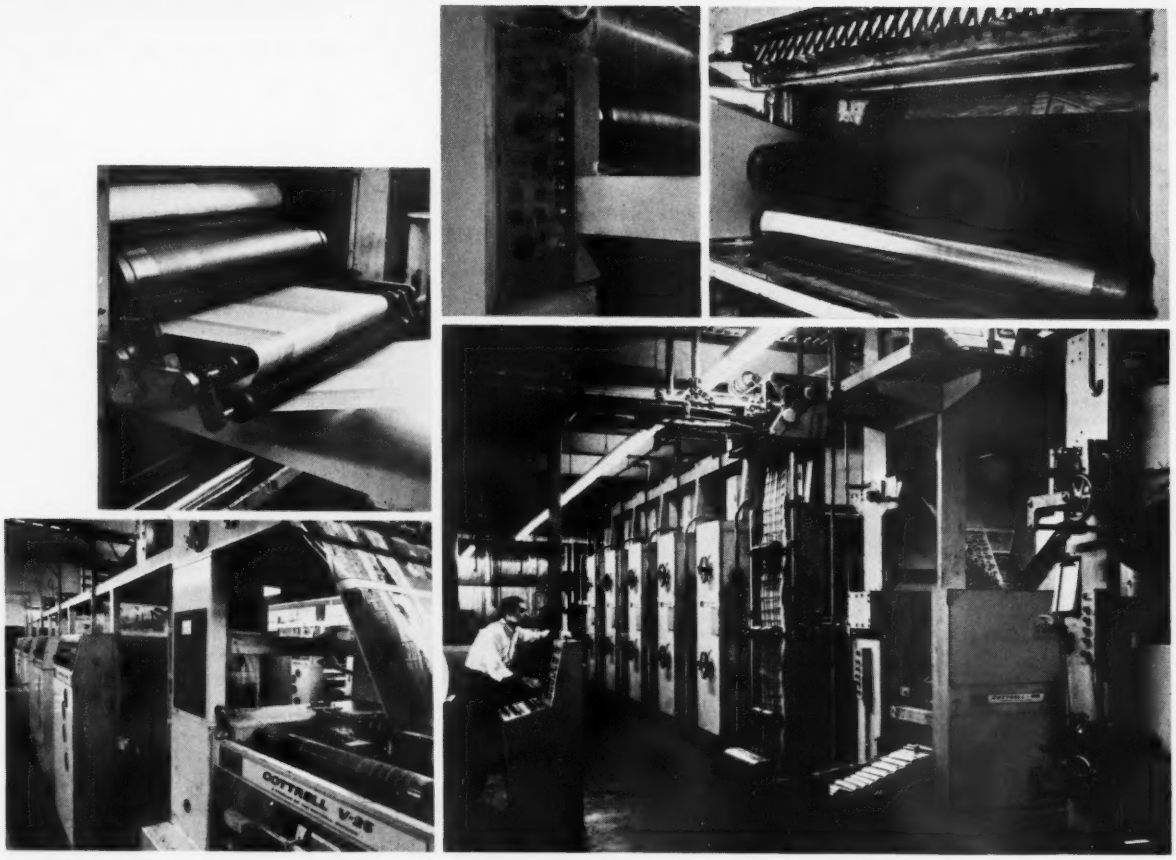
Stickel has announced plans for a multi-million dollar plant in downtown Portland to house the presses as well as mailroom and distribution facilities for the *Oregonian* and the *Oregon Journal,* members of the Newhouse group. News, advertising, circulation and business departments of the papers will stay in the present building.

Kraft said that upon installation, scheduled to begin in September 1973, "this will be the largest Goss Metro-Offset operations in the world under one roof."

Robert C. Notson, publisher, said the new presses will be capable of printing up to 70,000 papers an hour.

James Rodgers, production manager, said the Oregonian and the Oregon Journal have a combined daily print order of 430,000, and a Sunday print order, including pre-run, in excess of 860,000.

$13 MILLION SMILES—Executives of the Newhouse newspapers in Portland, Oregon, and the Goss Company participate in signing of a contract for offset presses and auxiliary equipment. Oregonian Publishing Co. president Fred A. Stickel has the pen. At his left is Les Kraft, Goss vicepresident-sales. Standing, from left, are: Robert C. Notson, publisher; Hal Lowry, Goss; James Rodgers, Oregonian production manager; Al Taber and Neil Burger, Goss.



The Cottrell press now comes in four editions.

Every time we tell the Cottrell story, it gets bigger.

For now we run the gamut from V-15A and V-25 tubular presses to 845 semi-cylindrical single-width press on up to our new 1650, a semi-cylindrical double-width press.

Each is designed to meet specific production speed and paging requirements.

But all have one thing in common—the result of an objective look at the printing requirements of today's changing newspapers. A design offering reduced paper waste, faster color balance, easier register control and better accessibility — all combining to maximize operating efficiency.

For complete information, write Harris-Intertype Corporation, Cottrell Division, Mechanic Street, Westerly, Rhode Island 02891.

HARRIS
Communication Technology

Conservative slant in a humor column

J. R. Parrish, a writer in the Office of Public Information at the University of Southern Mississippi, Hattiesburg, plans to distribute a weekly humor column to 2,400 newspapers in the U.S. First publication date is set for the week beginning August 21.

Under the registered title of IDIO(t) MATIC CRITIC, the column will be "a take-off from a conservative's viewpoint using idioms or everyday American language—about politics, fads, institutions, the motion of America," Parrish said.

"Actually," Parrish explained, "the column will use humor to discuss almost every facet of American society. The column—each about 500 words long—is written from a different reader's viewpoint to provide empathy.

"For example, the Republic of New Africa will be discussed by a Mississippi pulpwood grower, busing by an elementary school student, the economy by an Indian medicineman, Women's Lib by a liberated woman, the Pentagon Papers by a midwestern farmer, etc."

Parrish, who was born in Moscow, Texas, has had 25 years' experience as a newspaperman, college English and journalism teacher, or public relations director in Texas, Louisiana and Mississippi. He worked as a reporter for the *Lufkin* (Tex.) *News* and the *Lamesa* (Tex.) *Daily Reporter*. He taught in public schools and at Stephen F. Austin University and at Kilgore College. He also taught journalism or handled public relations in Louisiana at Northeast State University, Northwestern State University and Southeastern State University.

•

Arizona name column

Don Cantrell, Laguna Beach bureau chief for the *Orange County* (Calif.) *Register* and former managing editor of the *Casa Grande* (Ariz.) *Dispatch*, has a new monthly feature in the *Outdoor Arizona* magazine with a column that relates how places in Arizona acquired their names. It stems from a book he and Will Weber, former Dispatch telegraph editor, completed last fall.

•

Typo union voted out

Composing room employes of the Huntington (W.Va.) Publishing Company (Gannett) voted 53-25 in favor of the company in a decertification election of Huntington Typographical Union 533, International Typographical Union (AFL-CIO). Of the eligible number of 91 employes a total of 78 voted.

Comics characters in career booklets

Borrowing from its own comic pages, King Features Syndicate will be using many of its famous cartoon characters to illustrate a series of career education booklets for school children.

The series, aimed at the fourth grade reader, deals with the full range of job careers. Popeye and other familiar characters will visit with professional people, who will explain various aspects of their fields to them and the young reader.

The booklets, in full color and 32 pages long, are researched with the guidance of career education authorities. Current titles now include "Health," and "Environmental Control." They are available to both students and schools, singly or in quantities in excess of 10,000.

•

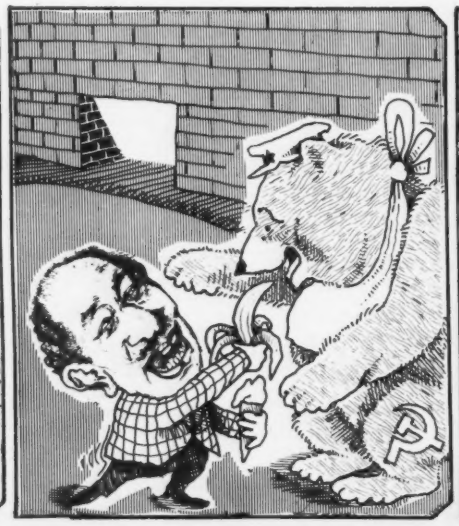
Gun book condensed

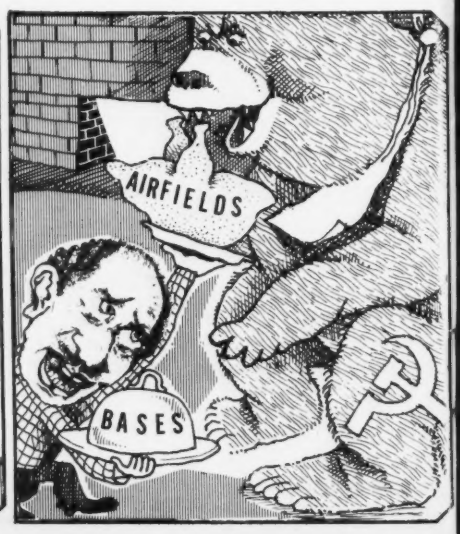
United Feature Syndicate, through its Spotlite Series service, is offering a five-part condensation of Carl Bakal's book, "The Right to Bear Arms." The 1,000-word articles are updated from the hardcover book considered one of the authoritative works on gun control.

YOU ARE WITNESSING THE BIRTH OF A BRILLIANT NEW EDITORIAL INSTITUTION:

MR. POLITICIAN

WE ARE PROUD TO ANNOUNCE THAT RANAN LURIE HAS DEVELOPED A NEW CONCEPT IN EDITORIAL CARTOONING: THE POLITICAL STRIP HE HAS NAMED "MR. POLITICIAN." UNITED FEATURE SYNDICATE IS STARTING ITS SYNDICATION THIS WEEK. THIS UNIQUE FORMAT WILL GIVE A NEW DIMENSION TO YOUR EDITORIAL PAGE.





K. C. Star staffers receive promotions

Seven promotions have been announced on the news and sports staffs of the *Kansas City Star* and *Times*.

They are:

DARREL WINGER, 51, to telegraph editor of the Star.

KIRK DALTON, 61, to telegraph editor of the Times.

DEAN M. EVANS, 45, to assistant telegraph editor of the Star.

LEO J. WOZNIAK, 43, to assistant telegraph editor of the Times.

BILL SIMS, 49, to executive sports editor.

TOM MARSHALL, 52, to associate sports editor.

ALVIN GOLDBERG, 30, to co-ordinator of the Star zone sections.

Winger began his newspaper career on the *Iola* (Kans.) *Register* in 1946 and worked on several papers in Kansas, Nebraska and New Mexico. He joined The Star's telegraph desk in 1952. He has been assistant to Quinton Griffith, who retired in June as telegraph editor of The Star.

Dalton joined the Star's staff as a copy boy in 1926 and served as elevator operator, receptionist and night librarian before becoming a reporter in 1934. He moved to the telegraph desk in 1936. He succeeds Howard Coons, who has retired.

Evans, a graduate of the William Allen White School of Journalism at the University of Kansas, joined the Star's staff in 1954 as a reporter. He has been a copy editor since 1963.

Wozniak has been make-up editor of the Times five years. He joined the Star in 1960 after 15 years in the U.S. Marine Corps.

Sims has been on the Star's sports staff since 1947.

Marshall went to the Star in 1960 as a sports writer from the *Oregon Statesman*, Salem, Oregon.

Goldberg joined the Star's staff in 1970 after earning degrees in journalism from the University of Missouri.

•

Claremont club honors late A.T. Richardson

At a recent luncheon attended by 250 persons, the University Club of Claremont paid a tribute to the late A. T. Richardson, chairman of the board of the *Pomona* (Calif.) *Progress-Bulletin* who died May 5.

David E. Martin, club president, presented a scroll of appreciation for Richardson's community service to his son, Charles T. Richardson, who became publisher of the Progress-Bulletin after its purchase by the Donrey Media Group.

17 at SNPA seminar on 'American Family'

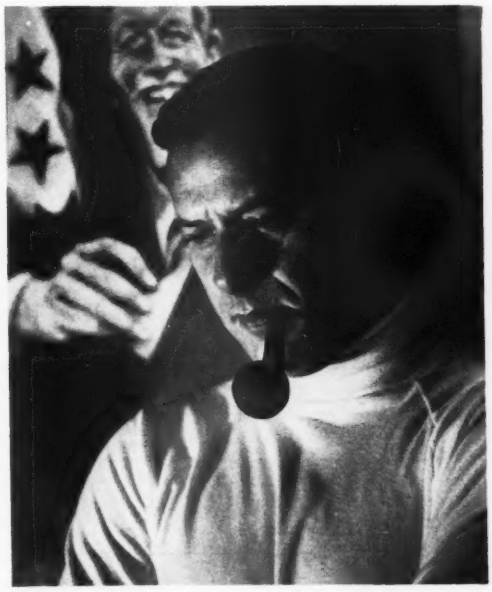
Journalists from nine states attended a seminar on "The American Family Under Stress," last week at Mercer University in Macon, Georgia. The seminar was co-sponsored by the University and the Southern Newspaper Publishers Association Foundation.

Participants included:

Patricia Borden, *Charlotte Observer;*
William Buchanan, *Atlanta Constitution;*
Frederick Burger, *Macon Telegraph;*
Grace T. Crawford, *Macon News;*
Patricia E. Grimes, *Raleigh Times;*
Terry Johnson King, *Miami News;*
Mickey Mills, *Waycross Journal-Herald;*
Patricia J. McGuire, *Birmingham News;*
Valeria Robinson, *Newport News Daily Press;*
Gil Rowland, *Greenville Piedmont;*
Jean Simpson, *Tulsa Tribune;*
Molly Sinclair, *Miami Herald;*
Anne Smith *Norfolk Virginian-Pilot;*
Polly Smith, *Lakeland edger;*
Lynn Williams, *Winston-Salem Journal;*
Jane Marlow Willis, *Brandenburg Meade County Messenger;*
Kurt Wulfekuhler, *Paragould Daily Press.*

EVERY NEWSPAPER — WITHOUT EXCEPTION — WHICH HAS SEEN THIS NEW WEEKLY EDITORIAL STRIP HAS BOUGHT IT ON THE SPOT. THESE INCLUDE: *THE LOS ANGELES TIMES, NEWSDAY, THE PHILADELPHIA INQUIRER,* AND *THE CHICAGO SUN-TIMES.*

LURIE HAS BEEN THE EDITORIAL PAGE CARTOONIST FOR *LIFE MAGAZINE* FOR THE PAST FOUR YEARS. HE HAS REGULARLY CONTRIBUTED TO THE *NEW YORK TIMES* AND *THE WALL STREET JOURNAL.* HIS CARTOONS ALSO APPEAR IN *TIME MAGAZINE, PARIS MATCH, THE LONDON TIMES,* AND IN MORE THAN 100 NEWSPAPERS IN THE UNITED STATES ALONE AND IN OTHER PAPERS ON THE FIVE CONTINENTS.



"MR. POLITICIAN" APPEARS ONCE A WEEK AND IS AIMED AT YOUR WEEK-END EDITION.

(Lurie's Opinion & Caricature Library will continue as a five-time-a-week feature)

Dear Editor,

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Max Bell, 59, dies; Canadian publisher

George Maxwell Bell, 59, one of the most successful newspaper owners in Canadian history, an internationally-known horse breeder and racer, and a millionaire many times over, died (July 19) in Montreal.

Bell was chairman of the board of FP Publications Ltd., publisher of the *Calgary Albertan*, president of Sun Publishing Co. Ltd. and a director of CP Rail.

A free-wheeling dealer whose career became a saga of the Canadian West, he began it with a job on the family-owned *Calgary Albertan* at $35 a week.

His once-wealthy father had owned a string of dailies in the West but at his death in 1935 his last remaining paper, the Albertan, was in pawn to the bankers for $500,000 in debts.

Max got it back after he struck it rich in oil and he came to own, or share in the control of, the *Victoria Times, Victoria Colonist, Ottawa Journal, Winnipeg Free Press* and its prosperous *Weekly Prairie Famer, Lethbridge Herald* and *Vancouver Sun* as well as the Albertan. He also was the owner of the *Edmonton Bulletin* before it folded in 1951.

In late 1965 his group acquired the *Toronto Globe and Mail.*

The years from 1967 on were troublesome ones for the Calgary publisher as he underwent several long bouts of neurosurgery in Montreal. Before his death he had been unconscious and ill for weeks and had undergone several operations.

* * *

DAVID S. WILLIAMS, 83, longtime Utah publisher and editor; July 9.

JAMES E. ROBERTS, 76, retired (1965) day editor of the *Toronto Globe and Mail,* previously music critic and city editor of the *Stratford Herald;* July 18.

* * *

JOHN F. SEMM, 58, former sports editor of the *Toledo* (O.) *Times* 1940-1952, editor of the *Englewood* (Fla.) *Herald* and political campaign publicity writer; July 19.

* * *

JAMES F. FALLON, 70, retired (1969) copy reader at the *New York News* and *Hudson Dispatch;* July 22.

* * *

MRS. LILLIAN KINCAID, 75, longtime employe of the old *San Francisco Call-Bulletin;* July 6.

* * *

CHARLES GUPTILL, 65, AP bureau chief in Mexico City 1950-1962; foreign press relations chief for the Mexican government tourist department; July 7.

* * *

RICHARD REAGAN, 74, former chief ship news reporter for the old *New York Herald-Tribune;* July 13.

* * *

WILLIAM H. HILL, 96, Republican Party leader and former publisher of the *Binghamton* (N.Y.) *Sun;* July 24.

•

Sale to pay debts

Owners of *Madrid,* a Spanish newspaper closed by the government last November, plan to sell the plant and other assets to pay off debts of more than $1 million, according to a Reuter dispatch. The Ministry of Information ordered the paper to stop publishing because changes in ownership had not been registered in compliance with the 1966 press law.

Earl Hawkes, 64, dies; Salt Lake publisher

E. Earl Hawkes, 64, publisher of the Salt Lake City *Deseret News,* died July 24 at the University of Washington Hospital, Seattle, where he had been undergoing therapy.

Since surgery almost a year ago he had been living solely on droplets of glucose. Physicians said his body had lost is ability to process food.

Hawkes, a native of Preston, Idaho, graduated from the Utah State Agricultural College with a degree in accounting. He began his career with the Hearst newspapers in Washington, D.C. and served in several management posts in Detroit, New York and Boston. On July 1, 1964 he was appointed editor and general manager of the Deseret News Publishing Co.

Hawkes was a member of the Church of Jesus Christ of Latter-Day Saints, which owns the News.

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DOES YOUR CIRCULATION need a boost over these summer months? Don't gamble on that September figure. Complete phone room and boy crews. *Solid verified orders!* Can handle small daily or major metro. Any zone. Box 1043, Editor & Publisher.

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If increased circulation is needed for your paper thus creating more $$$ for you, we can not only fill your needs but surpass them by hard work and experience. Our organization can build a door to door boy crew or adult operation in your city that is solid, for years of continued increased circulation. We have years of experience and have had sales in excess of 2000 orders per week. Small or large circulation papers are invited to inquire.
All Zones.
Write For Information:
R & G Marketing, Inc.
6222 N. Pulaski Road
Chicago, Illinois 60646
Attention: William A. Riggs
or Larry Gold

NEWSPAPER SERVICES

PRESS ENGINEERS

Newspaper Press Installations
MOVING—REPAIRING—TRUCKING
Expert Service—World Wide
SKIDMORE AND MASON, INC.
1 Sherman Avenue
Jersey City, N.J.—07307
(AC 201) 659-6888

PRESS TIME AVAILABLE

PRESS-TIME AVAILABLE
Also Complete Composition and Make-up Facilities
6-unit Goss Community press with Suburban and Community folders capable of printing 24 standard and 48 tabloid pages; collating facilities. Good press-time available every day including Wednesday. Bob Schultz (AC 201) 647-1180. Recorder Publishing Co., Stirling, N.J.

Help Wanted . . .

ACADEMIC

GRAPHIC ARTS DEPARTMENT HEAD
At leading technical college to guide staff of 12 faculty in nationally recognized programs. Immediate opening. Attractive salary and fringe benefits. An Equal Opportunity Employer. Write Dean, School of Technical and Applied Arts, Ferris State College, Big Rapids, Mich. 49307.

WILLIAM PATERSON COLLEGE seeks faculty member to teach mass communications and journalism (emphasis on writing for print media). Doctoral work or masters plus solid experience. Write to: Dr. Theodore Miller, Associate Dean. Humanities, William Paterson College, Wayne, N.J. 07470.

ADMINISTRATIVE

AN OPPORTUNITY for a person 35 or under to manage a weekly newspaper. Must be sales oriented, ideal Northern California climate, salary plus commission. Write Box 1104, Editor & Publisher.

THIS SMALL NEW ENGLAND Daily requires an aggressive General Manager looking for a challenge and an opportunity to grow on to bigger and better things with a progressive company. Applicants will be versatile in experience and adaptable in outlook. This position is tailor-made for a youthful weekly news editor who has had experience in other departments. Reply in confidence, Box 1122, Editor & Publisher.

PERSONNEL ASSISTANT

CAN YOU GROW PROFESSIONALLY WHERE YOU ARE?

Our corporation's meeting the challenge of the 70's in a planned, organized manner . . . with plenty of room for innovation. Our corporate team is based in the Midwest and provides staff services for 20 profit centers in the communication industry. Game plan now calls for more depth in our corporate personnel operation.

We're looking for a creative person who can assist the personnel director on a variety of assignments, chiefly:
Systems/Research
Wage-Salary Administration
Employment

Our candidate should have 2-4 years personnel experience, strong statistical foundation, and a degree in personnel/business. Good starting salary, many benefits, excellent potential. If interested, send resume to Box 1131, Editor & Publisher.

AN EQUAL OPPORTUNITY EMPLOYER

HELP WANTED

ARTISTS

NEWS ILLUSTRATION ARTIST for award-winning newspaper. Job experience or college level commercial art training required. Submit resume to:
Personnel Department
Palm Beach Post-Times
2751 South Dixie Highway
West Palm Beach, Fla. 33405

CIRCULATION

SINGLE COPY SALES MANAGER—Need individual who currently heads up single copy sales function for metro daily. Salary competitive, opportunity for growth unlimited. Area 2. Send complete resume and salary history to Box 1142, Editor & Publisher.

CIRCULATION PROMOTION Manager needed for newspapers in large Zone 3 city. Would serve as staff assistant to Circulation Director with prospect for future promotion. Present combined circulation 115,000. Starting salary $12,000 with excellent employee benefits. Write Box 1138, Editor & Publisher.

CIRCULATION MANAGER

40,000 PM daily, East Coast, highly competitive, has unusual opportunity for Circulation Manager. Must be aggressive, hard worker, able to organize, train personnel and spur carrier sales through constant sampling promoting. Good salary and full fringes for circulation manager of smaller paper or No. 2 person of up to 100,000 circulation. Box 1139, Editor & Publisher.

WE ARE LOOKING for a circulator with a lot of ideas and imagination who has the ability to carefully plan and carry out ideas. You must be strong in sales administration and human relations. You must be able to motivate people to perform to the best of their abilities. We are a fast paced New England daily and Sunday newspaper of 50,000 circulation. Perhaps you are the top person on a smaller newspaper or number two or three on a larger newspaper. If you are interested in a rewarding career with a lively, progressive and respected newspaper, write in complete confidence to Box 1113, Editor & Publisher.

SUPERVISOR WANTED

For supervision of district managers on a progressive and expanding newspaper. Ambitious? Able? You can be the person we're looking for. Outstanding opportunity for the person that can follow through. Send resume to Box 1080, Editor & Publisher.

CIRCULATION MANAGER for suburban newspaper in Chart Area 2. Must have previous experience in management, promotion and all aspects of delivery. Send resume to Box 1102, Editor & Publisher.

SMALL VIRGINIA DAILY with ideas needs circulator with experience in selling, service and handling newsboys to manage department. Start at $150. Potential unlimited in growing area. Write Box 1068, Editor & Publisher.

CIRCULATION OPPORTUNITY

The person we are looking for is probably the No. 2 person on a small daily who is experienced in all phases of circulation management. You will take charge of a medium size East Coast daily as assistant and be capable of moving up to Circulation Manager within a few years to fill retirement spot. This is a good opportunity and if you think you are the person, write Box 1118, Editor & Publisher.

GROWTH OPPORTUNITY

District Manager or Assistant Circulation Manager wanted as assistant for medium size daily in Area 2. Experience with Little Merchant Plan important with opportunity to move up to circulation manager in the future. Box 1078, Editor & Publisher.

HELP WANTED

CIRCULATION

CIRCULATION MANAGER for mid-40,000, Zone 5 daily. Must have proven experience in all phases of circulation. An excellent opportunity for a hard working, promotion minded individual who wants to work for a fine organization, and has the talent to run own show. Send resume, references and salary requirements in confidence. Box 1017, Editor & Publisher.

CLASSIFIED ADVERTISING

CLASSIFIED MANAGER to round out a team heading into an exciting period in our market, one of the Top 50. If you are promotion-minded, an idea person and a strong leader, tell us about yourself in complete confidence. Zone 5. Box 1030, Editor & Publisher.

CLASSIFIED SALES in growing daily. Salary, commission. Excellent climate and friendly people. Send resume and salary requirements to Bob Martin, Advertising Director, Clovis News Journal, Mailbox 1689, Clovis, N.M. 88101.

FAST GROWING, community triweekly chain has positions open for experienced classified advertising director and two capable advertising salesmen. Tenure, benefits, continuing growth potential. Write and send resume to Personnel Director, Box 130, Kent, Wash. 98031. Telephone: (206) 872-6630.

DISPLAY ADVERTISING

DISPLAY ADVERTISING
EXPANDING STAFF

Excellent opportunity to grow with a Disney World influenced area. Must have at least one year experience in newspaper sales and basic layout work. Some typing required. Send resume to:
The Ledger—Box 408
Lakeland, Florida 33802
c/o Charles E. Walls,
Retail Advertising Manager

ADVERTISING MANAGER - Salesman needed by solvent ALTERNATIVE paper (weekly, 35,000 circulation). We seek venturesome person with organizational, sales and design ability. Run your own show. Immediate opening. Resume to New Times, P.O. Box J, Tempe, Ariz. 85281.

WANT TO ADD FARM MAGAZINE
TO 25,000 DAILY

Need good salesman with experience selling farm related advertising. Should have farm background, ability to write farm news would be asset.

One of richest irrigated farm areas in heart of nation, old established expanding daily in fine small city that is growing solidly.

RETIRED? and want to set own pace? Might also be able to use a couple of people on percentage sales base.

Good salary and commissions on developed business, excellent insurance and retirement programs with advancement opportunities. Tell all. References. Box 1130, Editor & Publisher.

ADVERTISING SALESMAN — $20,000 guarantee against commissionable program to top calibre person capable of handling the big accounts. Large Zone 2 suburban weeklies. Send resume to Box 1089, Editor & Publisher.

ADVERTISING SALESMAN

18,000 daily, Zone 5, Part of fastest growing newspaper group in country. Must be ambitious, highly motivated with newspaper or related experience. Good salary, fringes and bonus. The right person wants managment and is willing to work for it.

Resumes to: Advertising Director, The Press, 20 E. Michigan Ave., Ypsilanti, Mich. 48197.

ENERGETIC Display Ad Salesman experienced in all phases of sales, layout, etc. Five day daily in extremely competitive area. Write Jerry B. Emerson, Golden Daily Transcript, P.O. Box 32, Golden, Colo. 80401.

HELP WANTED

DISPLAY ADVERTISING

ADVERTISING MANAGER for weekly in upstate New York county seat of 10,000 population. Chance for aggressive person moving up. Salary range of $5,000 to $7,000 with potential to earn more with increased sales. Fully paid health insurance. Send complete resume with references to Box 1062, Editor & Publisher.

RETAIL ADVERTISING
OPPORTUNITY

Area 3 offset daily newspaper will soon have opening for aggressive and experienced sales person. This is a career opportunity in a growing market. Excellent living conditions. Salary, bonus, plus full company benefits. Send resume to Box 1064, Editor & Publisher. Our employees know of this advertisement.

TOP SALESMAN to handle key major accounts. Must be experienced in all phases of newspaper advertising and be willing to accept responsibility with advancement. Contact Gene Lofton, Contra Costa Times, P.O. Box 5088, Walnut Creek, Calif. 94596.

ASSISTANT MANAGER for leading suburban newspaper group in Northeast. Must be familiar with sales, layout, dispatch and copy writing. Unusual opportunity with growing company. Salary, fringes. Box 1121, Editor & Publisher.

TOLEDO, OHIO

Wanted . . . ad salesman for super aggressive weekly. Will consider part-time. Also part-time editorial. Call (419) 698-1515 for information.

ADVERTISING SALESMEN, retail and classified, for daily newspapers in E&P Zones 5, 7 and 8. Send complete typewritten resume, references to Inland Daily Press Assn., 100 West Monroe, Chicago, Ill. 60603.

DISPLAY AD MANAGER

wanted for 18,000 evening and Sunday Indiana daily. Ideal opportunity for manager on small daily or second on medium daily to take over department.

Must be able to direct staff, promote, and take full charge. Good salary plus incentive bonus. Excellent fringes including fine pension plan. Best community to raise a family—with comparatively low cost of living.

Write full details, including experience, etc., and availability for interview at our expense, to: J. M. Druck, Publisher, Pharos-Tribune & Press, Logansport, Indiana, 46947. (No phone calls, please.) All applications will be kept confidential.

ACCOUNT EXECUTIVE—Enthusiastic yet calm? Ambitious? Able? If so, you can be just the person for whom we are looking. Can you sell? Do you cut a smart figure? Are you interested in moving to the top? If so, The Delaware State News, with its many fringe benefits, can be just the place for you and you can be just the person for us. Please send resume to Delaware State News, P.O. Box 737, Dover, Del. 19901. Attn. Personnel Department.

RETAIL MANAGER—Staff of 10 on 26,000 daily, Chart 2. Self-starter, idea person capable of leadership and administration. Top benefits, excellent move for second person on smaller paper. Box 1071, Editor & Publisher.

SALES DEVELOPER
GROWING, EXPANDING 30,000
MIDWEST DAILY

Strong on sales, good layout, develop new business.

First shopping centers coming next year, already ad linage leader for under 25,000 circulation.

Good salary, bonus on developed business, good insurance and retirement programs, and advancement opportunity—to ad and general management. Write in detail with references to Box 1135, Editor & Publisher.

HELP WANTED

DISPLAY ADVERTISING

ADVERTISING SALES

Join Florida's best newspaper, where ambitious expansion plans are underway to meet the growth challenge of the Sun Coast.

If you are a seasoned advertising representative, well versed in retail display, this is your opportunity to join an enthusiastic, hardhitting sales team, offering high-quality advertising to Florida's West Coast business community.

In addition to a good base salary, you'll set your own pace with one of the most imaginative incentive plans in the industry, plus partake of "extras" such as company paid profit-sharing, pension plan, life insurance, health insurance, liberal paid vacations and holidays, quarterly cost-of-living bonuses, and many more, not to mention the enjoyment of life on the Gulf of Mexico's sunny shores.

Write describing yourself, experience and salary requirements; Personnel Office, Times & Evening Independent, P.O. Box 1121, St. Petersburg, Fla. 33731.

EDITORIAL

MANAGING EDITOR for widely known suburban newspaper group. Skilled, well organized, imaginative individual required for job with exceptional potential, in Area 2. Wide experience is a necessity for this job. Box 1141, Editor & Publisher.

AGGRESSIVE, FAST GROWING Connecticut PM daily needs sharp deskman and experienced general assignment reporter. This award-winning newspaper has no sacred cows—tells it like it is. Unusual opportunity for the right people who want an exciting job producing an exciting newspaper. Reply with complete resume to Box 1140, Editor & Publisher.

DESK EXPERIENCE?

We are looking for two alert individuals who can layout readable pages, write heads with punch and edit copy effectively. Morning, evening, Sunday in fast growing area. Circulation 96,000. Send resume, clips and pay requirements to Nicholas M. Fellman, Personnel Dept., The Daily Press, Inc., 7505 Warwick Blvd., Newport News, Va. 23607.

EXPERIENCED REPORTER with equal flair for hard news and bright features. 60,000 PM daily in sunny Arizona. Send samples of work. Contact: Dale Walton, managing editor, Tucson Daily Citizen, P. O. Box 5027, Tucson, Ariz. 85703

SOUTH FLORIDA PM daily needs reporter for bureau in growing area. Some experience preferable. Write full details in first letter to Box 1044, Editor & Publisher.

ASSISTANT TO EDITOR

A growing 32,000 Midwest daily is seeking someone to assist the editor in producing a top quality paper. Duties would include researching and writing editorials, handling letters, directing special sections and occassionally working in the slot.

We are looking for someone with a newspaper background and the desire to advance into management. Opinion writing and editing experience preferred.

We offer excellent advancement opportunities, good benefits, and a starting salary up to $10,000 depending on your background. Send resume to Box 1092, Editor & Publisher.

NEWS EDITOR—Minimum 2 years experience on copy desk. Headline writing, layout, story selection, some supervision of staff. Modern up-to-date aggressive PM. Send resume to Edward D. Casey, Executive Editor, Evening Capital, Annapolis, Md. 21401. No phone calls.

REPORTERS, DESKMEN for daily newspapers in E&P Zones 5, 7 and 8. Experienced or qualified beginners. Send complete typewritten resume, references to Inland Daily Press Assn., 100 West Monroe, Chicago, Ill. 60603.

HELP WANTED

EDITORIAL

WRITER-EDITOR

Experienced professional needed by top-rated oil company magazine in Midwest. We're looking for versatile writer with a mature, easy style and the ability to handle complex subjects for a general audience. Salary to $20,000, with excellent benefits. Send resume and two or three published writing samples to Box 1079, Editor & Publisher.

LISTINGS COORDINATOR for publisher of weekly television magazines. Strong knowledge and interest in TV and media programming necessary. TV, newspaper and/or magazine experience preferred. Resume and salary history to Box 1076, Editor & Publisher.

MANAGING EDITOR for one of the Southwest's most promising newspapers, going daily soon. Challenging and rewarding position for experienced journalist with youth, drive, industry, ability to penetrate significant issues, and knowledge of photography. Don Kramer, Dispatch, Casa Grande, Arizona 85222.

HELP US build a how-people-live section. You'll need a strong story sense, ability to manage people and the background to direct coverage of society, religion, fashions, entertainment, consumer news on metro area paper. Box 1065, Editor & Publisher.

MANAGING EDITOR to direct staff of 25 on 35,000 Area 3 AM daily. Modern plant, good pay and fringes. Write Box 1054, Editor & Publisher.

PRIZE-WINNING, pioneer community tri-weekly chain has position open for talented women's editor. Position offers tenure, benefits, continuing salary increments. Write, send resume to Personnel Director, Box 130, Kent, Wash. 98031. Telephone: (206) 872-6630.

MANAGING EDITOR

Strong on Local News and Organization of People Ability

Growing long-established Midwest daily, with some new growth ideas. Staff of 13 good newspeople who need inspiration and direction. $11,000 up, depending on experience. Good insurance and retirement, fine community and plant. producing average 32 pages daily, 6 days. Tell all, no problem people. Must have experience and top references. Don't answer unless you can work with and develop people. Box 1127, Editor & Publisher.

SUNDAY AND FEATURES EDITOR

Evening newspaper preparing to add a first-class Sunday edition needs editor to lay out Sunday sections and supervise news and photo features and interpretive pieces for both Sunday and daily. Key position. Need person with imagination and leadership. Circulation 37,000 and growing. Send rseume to Kenneth Rystrom, The Columbian, P.O. Box 180, Vancouver, Wash. 98660.

REPORTERS

We're a growing 75,000 daily and our stable needs "horses" who will chomp at the bit to pursue news in our capital city area. If you're aggressive and your track record shows you can dig out and write the news accurately and thoroughly, we'll put you in our winner's circle. (No yearlings or prima donnas can win with us.) Zone 2. Box 1066, Editor & Publisher.

YOU'D BE SURPRISED—how your young career can grow on the 10,000 daily Advance, Elizabeth City, North Carolina. We will grow 50% in the next 2 years and managing editor Don Whitley needs a reporter-photographer to add to an improving 10 person staff. Contact Don, especially if you have layout ability OR know a Hereford from a heifer.

NEED ENERGETIC, imaginative writer for reporting, feature writing and photography on growing semi-weekly. Will consider recent Journalism graduate. Reply with complete resume to Box 128, Taylorsville, N.C. 28681 or call (704) 632-9701.

HELP WANTED

EDITORIAL

COPY EDITOR

We need an experienced, versatile copy editor with mature judgment on the metro desk of our 75,000 afternoon daily in Zone 2. If you can edit, write good heads and lay out pages with skill and imagination, send your resume to Box 1103, Editor & Publisher.

EDITOR

30,000, Zone 5, Midwest daily seeks editor who is heavily oriented toward local and regional news. We need a person who can develop a product, not only for today but for the future. The person we seek must be people oriented and have the capacity for multiplying their talents through others. If you're truly interested, please send your resume to Box 1112, Editor & Publisher.

EDITOR—Experienced, for well established, progressive weekly in New Jersey. Good writing skill and knowledge of photography and layout desirable. Box 1099, Editor & Publisher.

REPORTER—If you're interested in developing local stories about how families are coping with today's complex living problems, this is your opportunity. Join the enterprising "lifestyles" reporting team that is evolving from our women's department. We're a 75,000 afternoon daily in Zone 2. Send resume, samples of work to Box 1110, Editor & Publisher.

NEWS EDITOR—We are looking for someone special who can accept full responsibility with one of Florida's leading weekly newspapers. The person we seek is strong in news management, can direct a news staff of seven. Must be familiar with offset production. Must be able to layout news pages. Must have a keen eye and ear to suburban news. Must have a feel for feature news and assignments. Must be attuned to the latest trend in suburban newspapering. If you are the person we seek and have the ability and the experience then we offer you a chance at the number one spot on a 50,000 plus circulation weekly in a brand new plant. Located in the suburbs of Ft. Lauderdale, Florida where the living is beautiful. Starting salary of $240. per week, plus company car, plus paid vacations, plus paid medical and insurance programs . . . and this is the Big Plus, you will be the number one person in the news department with a great growth opportunity. Contact with resume, THE BROWARD TIMES, 9341 N. W. 57th St., Tamarac, Fla. 33313.

WEEKLY EDITOR

Take full charge of the West's fastest growing weekly in Arizona's fastest growing community—LAKE HAVASU CITY, America's home for the London Bridge. You're a candidate if you have strong reporting-writing background, have solid editing and layout skills, can show that you are a real pro. This is a paper that should go daily within 5 years. Good salary and benefits. Excellent recreation area. Send resume, samples and salary requirements: Robert Lightfoot, The Herald, Box 768, Lake Havasu City, Arizona 86403

WIRE EDITOR—Opening for experienced wire editor on unopposed 25,000 morning daily in Southeast. Excellent opportunity. Box 1055, Editor & Publisher.

SPORTS WRITER—Aggressive, energetic writer/editor to add breadth and color to sports page of 35,000 daily in Zone 3. One to 2 years experience essential. Send complete resume, work samples and salary requirements to Box 1091, Editor & Publisher.

WANTED—Experienced daily newspaper copy desk person for technical news weekly in New York. No technical background required. Send resume to Box 1025, Editor & Publisher. An Equal Opportunity Employer, M/F.

LABOR WRITER/EDITOR -- Applicants should have minimum 3 years magazine writing, editing and layout experience. Labor reporting background preferred. Excellent salary and benefits. An Equal Opportunity Employer. Washington, D.C. location. Send resume to Box 1129, Editor & Publisher.

HELP WANTED

EDITORIAL

REPORTER

Afternoon daily, 16,000 circulation in rapidly growing Tennessee city, has opening for General Assignment Reporter. This is a staff addition. Starting salary among top 5 papers in state. Will consider recent J-School graduate. Reply with complete resume to Box 1051, Editor & Publisher.

SPORTS EDITOR for 8,000 daily. Apply in writing to Daily Herald, Roanoke Rapids, N.C. 27870.

DO YOU CARE?

WE HAVE PLENTY of ordinary applicants, but we are looking for a young staffer who wants to edit copy, lay out pages, help direct writers, and who can write, too. We want someone who cares, who feels a responsibility to the public, who is aware, and who can help operate a state desk that has a responsibility for our Statehouse bureau, two other major area bureaus and plenty of reporters and correspondents. We are an exciting paper in an industrial town of 80,000 people and we put the accent on people. Please write Irving Leibowitz, Editor, The Journal, Lorain, Ohio 44052.

ELECTRICIANS

WE OFFER a secure future in our new all-electric newspaper plant to an able and willing electrician. Must maintain press and other heavy equipment. Good pay and complete management benefit program. Full resume, work history to Box 1137, Editor & Publisher.

FREE LANCE

WRITERS / AGENCIES, worldwide, producing blockbuster articles, series, books. Contact Apartado 540, Cuernavaca, Morelos, Mexico.

LABOR RELATIONS REP

Large daily newspaper group seeks aggressive newspaper person who has had some negotiating experience to serve as part of central office consulting staff. Company is expanding rapidly and needs talented people to grow with it. Write with brief outline of personal details and work experience. Replies held in confidence. Area 5. Box 1125, Editor & Publisher.

LAYOUT-PASTE-UP

MECHANICAL LAYOUT ARTIST, experienced in producing camera-ready newspaper advertising layouts with cold-type and repro mat services. Must be capable of volume. Call Mr. Signer (813) 688-8508; or write 913 S. Florida Ave., Lakeland, Fla. 33803.

LIBRARIANS

REFERENCE ROOM SUPERVISOR

A major Southeastern newspaper is seeking a newspaper experienced librarian to supervise its Reference Room. We will offer a good starting salary and many fringe benefits for this person. If you feel you qualify for this exceptional opportunity, send us, in confidence, your resume, including your phone number, to Box 1100, Editor & Publisher.

An Equal Opportunity Employer.

MACHINISTS

MACHINIST WANTED—Must be capable of maintaining 3 Linotypes and 2 electrons. Also 3 Fairchild perforators. Wonderful opportunity for qualified person. Union shop. Write Box 478, Utica, N.Y. 13503.

EXPERIENCED (JOURNEYMAN) Electro Machinist, night shift. Hot and cold type. Newspaper experience necessary. Many company benefits. The Press Enterprise Co., P.O. Box 792, Riverside, Calif. (714) 684-1200. Pat Patterson.

HELP WANTED

PHOTOGRAPHY

PHOTOGRAPHERS

Only market in America paying top dollar on acceptance for violent death photos—disasters, gruesome car accidents, bizarre murders, unsolved crimes, senseless killings. Must be on-the-scene shots.

Query: National Features Syndicate, 2717 N. Pulaski Rd., Chicago, Ill. 60639 (312-235-7600). Articles Editors Dept.

PRESSROOM

PRESSMAN - STEREO Combination Journeyman wanted by progressive, expanding newspaper for new Hoe Colormatic 6 unit press. Seeking experienced, aggressive individual who is looking for a position with future potential. Good scale, paid full Blue Cross and Blue Shield, up to four weeks vacation, company pension plan, and other fringe benefits.

For appointment call, Mickey Ciccia, Production Mgr., The Press, Atlantic City, N.J. 345-1111, or write The Press, 1900 Atlantic Ave., Atlantic City, N.J. 08404. ITU shop, union, or eligible.

EAST TENNESSEE newspaper has openings for experienced letterpress pressmen. New Hoe Colormatic press, company paid pension, three weeks paid vacation, hospitalization, life insurance and many other benefits. Located in university town, near the beautiful Smoky Mountains, offering many educational and recreational opportunities. Box 1069, Editor & Publisher.

PRODUCTION

ASSISTANT PRODUCTION Manager for suburban 7,000 circulation offset daily, Zone 1 and 2. Box 1052, Editor & Publisher.

ASSISTANT PRODUCTION MANAGER

Large metro daily looking for an experienced production executive. Applicants should have a sound working knowledge of all newspaper production departments. For consideration send resume including compensation history in confidence to Box 1094, Editor & Publisher.

PROMOTION

PROMOTION PRO — Experienced in circulation, editorial and advertising promotion. Basic knowledge research. Capable of producing own copy and layout. Large fast moving New England daily. Salary commensurate with ability. Box 1072, Editor & Publisher.

PUBLIC RELATIONS

SPEECH WRITER
NEWSLETTER EDITOR

If you have 2 or 3 years of newspaper or PR experience, a degree, like to (and can) write lively copy and speeches that sound good from a non-Cicero, this national manufacturers trade association needs you on its 8-man PR staff in Zone 3. Box 1119, Editor & Publisher.

SALES

SALES MANAGER

400,000 suburban weekly group, Zone 2. Company also operates large courier delivery system. Sales staff responsible for r.o.p. and distribution sales. Requires strong administrator and aggressive polished salesman. Include financial history and needs with resume. Box 1088, Editor & Publisher.

EDITOR & PUBLISHER Classified Ads produce results like no other publication in the newspaper field! Whether you have machinery, supplies or newspapers to sell (or buy)—need a top qualified person to fill an opening—or are looking for just the right spot to advance your career—put an Editor & Publisher Classified to work for you.

Positions Wanted...

PERSONNEL AVAILABLE FOR ALL NEWSPAPER DEPARTMENTS & ALLIED FIELDS

ACADEMIC

NEWSMAN with PhD and 10 years college teaching experience seeks Fall teaching job. MA Journalism, PhD English. Newspaper, wire-service, radio-TV news, and university press experience. Write Box 1093, Editor & Publisher.

I CAN TEACH journalism-photography, DIRECT student publications. Have MS-J (high honors), EXPERIENCE at 25. Prefer Florida, Southeast. Dee Decker, 322 Edgar Ave. S.W., Knoxville, Tenn. 37920.

ADMINISTRATIVE

ADVERTISING SALESMAN, formerly with largest Washington, D.C. daily, seeks Ad Manager or Assistant Business Manager position with weekly or small daily. Wants to learn all phases of newspaper operation. Single. 30 years old. Prefer Zones 8 or 9. J. K. Stuart, Jr., 600 6th Ave. E., Jerome, Idaho 83338. (208) 324-2435.

ADVERTISING DIRECTOR—21 years newspaper experience; 10 at executive level. Now marketing manager large discount chain. Seek opportunity in Zone 9, 8 or 7. Would consider small investment. Tough competitive sales leader. Know copy, layout, art, training and administration. Box 1136, Editor & Publisher.

CIRCULATION

PROFESSIONAL EXPERIENCE; Telephone, boy crews and adult footman crews. Any Zone. P.O. Box 448, Milpitas, Calif. 95131.

YOUNG CIRCULATION Manager with 4 years experience looking for new challenge with paper of 10,000+. Prefer Midwest area. Box 1082, Editor & Publisher.

EDITORIAL

PUBLICITY MAN—East Coast, 10 years PR; 15 years newspaper. Box 1011, Editor & Publisher.

YOUNG MAN, 22, BA in sociology, seeks position as reporter. Editor of college newspaper, several months experience on semi-weekly. Prefer Zones 3 or 2. Available now. Box 1031, Editor & Publisher.

DESKMAN, 31, after year+ layoff, seeks spot in any zone, on any size paper. 3 years experience. Sam Bianco, 106 Spring, Carbondale, Pa. 18407.

WANT TO LEARN AREA as photographer, advance to working editor, small offset daily or weekly in New England. Young native Vermonter removed. Award-winning photographer. Broad newsfeature writing experience. Newsphoto editor of large weekly. Box 1036, Editor & Publisher.

SCIENCE AND INDUSTRY WRITER —Five years with major New England daily, 10 years as technical writer and PR writer/editor for large diversified Rte. 128 company. BA and MA in English, age 35. Want challenging, interesting writing/editing post with New England newspaper, magazine. Box 1053, Editor & Publisher.

SORRY, ALASKA

Sorry, Texas, Your "big" offers of $150 will lure only rookies or hacks. If you sincerely want the BEST, try again. Box 1128, Editor & Publisher.

FEATURE, NEWS WRITER suffocating on small daily. Talent, energy going to pot. Seek position on hot daily, 25-100,000 circulation. BA Journalism, Midwestern university. 2 years experience. In Zone 7 but will move. Career woman. Box 1114, Editor & Publisher.

SPORTS WRITER seeks position on Pennsylvania daily. Experienced. Box 752, Editor & Publisher.

EDITORIAL

VERSATILE Journalism MA, BA grad with 7 years daily, weekly, TV experience seeks copy editing slot on major metro daily. Strong background in sports. Prefer Zones 1 or 2, but will consider others. Hard worker, does not shirk responsibility. Age 31. Box 1037, Editor & Publisher.

TRIPLE TESTED—Newsman with BA, masters credits and a decade of experience in copy editing, makeup principles and sound reporting based on research ability. Seeks challenging career position. Areas 1, 2 preferred but will travel. Resume on request. Box 1105, Editor & Publisher.

EDITOR/WRITER—Chief editor, senior writer. 10 years experience on prestige trade, special interest magazines. Proven profit producer. Seeks administrative-editorial slot. Responsible for author assignments, budget control. Knowledgeable circulation, fulfillment, advertising areas. Generate cover, feature article ideas. Supervise art, editorial, advertising makeup, layout, design. Write cover copy, features, columns. Metro New York. Box 1020, Editor & Publisher.

HARD DRIVING EDITOR—Still young but has done it all. Seeks news executive spot with future or good writing assignment with same. Prefer South or Eastern seaboard. Box 1075, Editor & Publisher.

NEWSMAN—Two degrees, brief experience two dailies. Seeks public relations or writing position Omaha area. Box 1070, Editor & Publisher.

WRITER-EDITOR-BROADCAST Newswriter wants to return to newsroom from corporate press relations. Four years AP, 2 small daily reporter-photographer, 2 journalism instructor. Am 37 looking for solid Zone 7, 8 or 9 spot. Box 1060, Editor & Publisher.

COPYREADER, experienced. Will go anywhere but prefer Zones 2, 3, 5, 7, 9. Married. Metro dailies only need reply. Box 1074, Editor & Publisher.

26-YEAR-OLD college grad, experience as reporter, photographer on small daily in South-West. Will relocate. Box 1098, Editor & Publisher.

YOUNGISH (31) old (4 years) wire service hand seeks change from statehouse politics and big college football routine to copy desk, general assignment on medium to large metro out of Midwest. Box 1097, Editor & Publisher.

WOMEN'S EDITOR on Western weekly, 4 years; 9 years on dailies; 8 years Classified Advertising daily experience, 3½ as supervisor; many years as secretary. What offer? Box 1095, Editor & Publisher.

EXPERIENCED PRO—Currently department head and editor with one of nation's largest dailies. Seeking managing editor spot. 12 years experience as reporter, editor. J-school graduate, family man. Prefer Florida, but will consider other areas. Box 1109, Editor & Publisher.

REPORTER, 29, offers weekly newspaper experience in investigative and general assignment reporting. Also some layout and editing. Seeks good, independent weekly newspaper. Location immaterial. Write for clips and resume. Box 1106, Editor & Publisher.

PROFESSIONAL HANDICAPPER with 2 years daily racing form experience and EXCEPTIONAL trade references. Seeking permanent or seasonal by-line. Will relocate my family ANYWHERE. Top grade morning line, race analysis, reportage, spot selections and/or features. Available for September start. Background includes all sports and 1964 Rutgers degree. During August contact Steve Davidowitz, c/o Andrew Beyer, Saratoga Race Course Pressbox. July and September contact c/o Fred Grossman, Editor, Daily Racing Form.

EDITORIAL

REPORTER—24, 2 years experience in all phases of reporting, awarded N.C. Press Association Award in first year of work, desires work with paper with 50,000 circulation or above. BA English, single, noted for quickness in acquiring and writing news. Box 1115, Editor & Publisher.

AWARD-WINNING Black copyeditor-writer seeks professionally demanding of well-paying token spot with another daily. Box 1120, Editor & Publisher.

SPORTS WRITER — Recent aggressive college grad seeks job in any area. Some experience in field. Experience New York sports scene. Contact Saul Mishaan, 1816 E. Third St., Brooklyn, N.Y. 11223. (212) 376-3214.

REPORTER, 22, small town daily, seeks general assignment reporting slot on larger paper. College editor, BA, excellent grades, references, married. Box 1123, Editor & Publisher.

NEWSMAN, proven pro, hard news, features, seeks reporting spot medium sized daily. Any area. Box 1010, Editor & Publisher.

NEWS EDITOR skilled in layout, copy reading and writing seeks position in New York City. Box 1004, Editor & Publisher.

WEEKLY EDITOR, 25, AVAILABLE SEPTEMBER 1. BOX 1048, EDITOR & PUBLISHER.

WILL SOME METRO give a sharp young city editor of a 20,000 daily in West a chance on copy or make-up desk; BA, 6 years experience, grammarian. Box 1022, Editor & Publisher.

HONORS J-GRAD, 26, Michigan State, seeks reporting, desk job, any zone. Box 1084, Editor & Publisher.

MANAGING EDITOR

of 2 million circulation monthly magazine, former New York Times staffer, stickler for interesting, informative writing, visual appeal, seeks move to daily in South or Southwest. Box 1056, Editor & Publisher.

LONGTIME feature and entertainment editor, human interest and social service writer of Midwest daily is looking for greener pastures. Married, teacher wife, minor children. Interested in eastern seaboard. Box 1058, Editor & Publisher.

FORMER MAJOR business daily reporter, now stagnating in corporate PR, desires return to newspaper work. Box 995, Editor & Publisher.

FREE LANCE

EXPERIENCED MOVIE & THEATRE critic wishes to place reviews in additional newspapers and/or magazines. Clips available on request. Box 1133, Editor & Publisher.

COPY EDITING, PROOFREADING, Research—NYC based pro. Ad agency, newspaper, magazine experience. J-Degree, classical languages minor. Box 993, Editor & Publisher.

WEEKLY EDITOR turned grad student seeks free lance feature assignments. Ecology, labor, other urban problems. Good Interviewer. Write B. L. Coyne, 166 W. 76th St., New York, N.Y. 10023.

WRITER/EDITOR—Fully experienced generalist. Magazines, newsletters, columns, departments. Versatile, diversified. You name it, I can do it. Seeks assignments in Metropolitan New York. Box 670, Editor & Publisher.

OVERSEAS

WOMAN experienced as university journalism department head, ad agency president and weekly publisher wants job overseas. Box 1108, Editor & Publisher.

PHOTOGRAPHY

PHOTOGRAPHER—22, BA UCLA. 4 years with Daily Bruin, last 2½ years as chief photographer. Willing to do layout and learn reporting. Anywhere. Box 1096, Editor & Publisher.

PRESSROOM

COMBINATION press and stereo man with 20 years experience on single and double width presses, reel and endfed. Union or non-union shop. Box 1021, Editor & Publisher.

OFFSET, 23 years. Experienced journeyman on Goss Urbanite, Cottrell V15, camera, plate making and as foreman. Also letterpress and stereotype. Age 44. Box 1126, Editor & Publisher.

PUBLIC RELATIONS

SPORTS PUBLICIST — Corporate PR administrator seeks return to college/pro sports publicity post. Extensive sports writing, broadcasting, PR background. 27, degree, married, location open. Box 1059, Editor & Publisher.

E&P Employment Zone Chart

Use zone number to indicate location without specific identification

Shop Talk at Thirty By Robert U. Brown

Congress and the mails

In the face of the confiscatory second-class rate increases proposed by the U.S. Postal Service, we have urged that Congress take action to re-state its position to preserve the public service aspect of the mails in making information available to the people at low cost. This is in contrast to the determination of the USPS to put all classes of mail on a profitable basis regardless of the questionable cost accounting methods used and the damage done to thousands of publications now serving the American people.

Congress can now face the issue squarely with bill S. 3758 introduced June 28 by Senator Gaylord Nelson of Wisconsin. He was joined by Senators Metcalf, Hughes, Eagleton, Humphrey, Chiles, Mondale, Church, Cranston, Kennedy, Case, McIntyre and Hatfield.

Sen. Nelson wrote E&P: "I think that the permanent increase of 127% for second-class mail rates recently announced by the board of governors of the U.S. Postal Service poses a very serious threat to many newspapers, magazines and important journals of opinion in this country.

"For 178 years Congress endorsed the concept of low postal rates for printed publications circulated through the mail. In passing the Postal Reorganization Act of 1970, I do not think that Congress turned its back on this historic policy nor put aside its concern for the basic educational and informational services which this self-governing nation requires and which the U.S. mail uniquely provides.

"The proposition that a healthy democracy depends upon the wide distribution of diverse information and opinion by publications sent in the mail is just as valid in 1972 as it was in 1792 when Congress first put this principle into law."

Senator Nelson's bill would make the express provision "that it shall be the obligation of the Postal Service to provide service at rates which encourage and support the widest possible dissemination of news, opinion, scientific, cultural, and educational matter." It would prohibit the Postal Service from imposing any per piece surcharge on second-class matter. It provides that the first 250,000 copies of each issue of a publication mailed under second-class rates be charged the rate that existed on June 1 of this year and that any revenue lost to the Postal Service by this rate be assumed by Congressional appropriations.

When introducing his bill, Sen. Nelson stated:

"In Senate Report No. 91-912, which accompanied the Senate version of the reorganization bill on June 3, 1970, the Senate Post Office and Civil Service Committee reported the bill 'with the reminder to present and future postal managers that the system will work only if the public interest is kept as the paramount criterion in every decision made.'

"In emphasizing the public service factor of the mails, the committee added this further admonition:

"The committee recommends the enactment of a new statement of postal policy as the basic and fundamental charter of the Postal Service:

"That the Postal Service is in fact and shall be operated as a service to the American people, not as a business enterprise, designed to provide excellent postal services.

"Earlier in the report the committee stated that the intention of Congress should be clearly expressed and the Postal Service should: 'Follow, quite literally, the policy section of the bill which begins—

" 'The U.S. Postal Service shall be operated as a basic and fundamental service provided by the government of the United States, authorized by the Constitution, created by Act of Congress, and supported by the people.'

"In section 101(a) of the Postal Reorganization Act as it became law, the express declaration of congressional intent as stated in the Senate report was included verbatim and was immediately followed by this further statement of congressional policy:

" 'The Postal Service shall have as its basic function the obligation to provide postal service to bind the nation together through the personal, educational, literary and business correspondence of the people.' "

"Sen. Nelson added:

"I do not think that blind allegiance to economic tallysheets is a 'service to the American people.' Easy access to relevant information and ideas is not increased by decreasing the number of publications that perform this service.

"If first-class mail is made up of those communications which each individual citizen wishes to send, then second-class mail comprised those informative publications which each citizen has asked to receive . .

"The strangulation of news and opinion through a single-minded concern for postal revenue is appalling."

With that we agree.

Millions of people who request and buy interesting and information publications at low cost through the mail now have some impressive spokesmen in Congress. Their voices should be heeded by others in Congress.

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Canton Repository back in business

The *Canton* (O.) *Repository*, a Thomson-Brush-Moore newspaper that suspended publication February 19 when members of the Newspaper Guild went on strike, resumed publishing with a 64-page issue Thursday (July 27).

Michael W. Johnston, who became publisher of the Repository three days before the walkout, said a new two-year contract with the Guild contains general increases of from $25 to $32.50 a week and boosts the top minimum scale to $200 this year and $215 next year. The agreement is retroactive to June.

During the strike, the first in the paper's 156-year history, the Repository published a shopper that went to 72,000 homes by mail. The Repository had a circulation of 74,000 and employed 350 people. A departmental reorganization is under way, Johnston said. He was publisher of the *Eureka* (Calif.) *Times Standard* and *Oxnard* (Calif.) *Press Courier* before moving to Canton.

•

UCLA to phase out graduate J-program

The University of California at Los Angeles will phase out its graduate program in Journalism in the 1972-73 academic year. Plans for starting a new professional school also have been cancelled.

The university's executive vicechancellor, David S. Saxon, said, "We can't afford to put any resources into a new program in Journalism. We don't have the resources and we have seen no evidence of interest in supporting the school on the part of the Los Angeles media."

Saxon said the 60 students who have signed up for the one-year master's degree program will be permitted to complete their work and that jobs in other departments will be found for Walter Wilcox, chairman of the Journalism department, and James H. Howard, lecturer.

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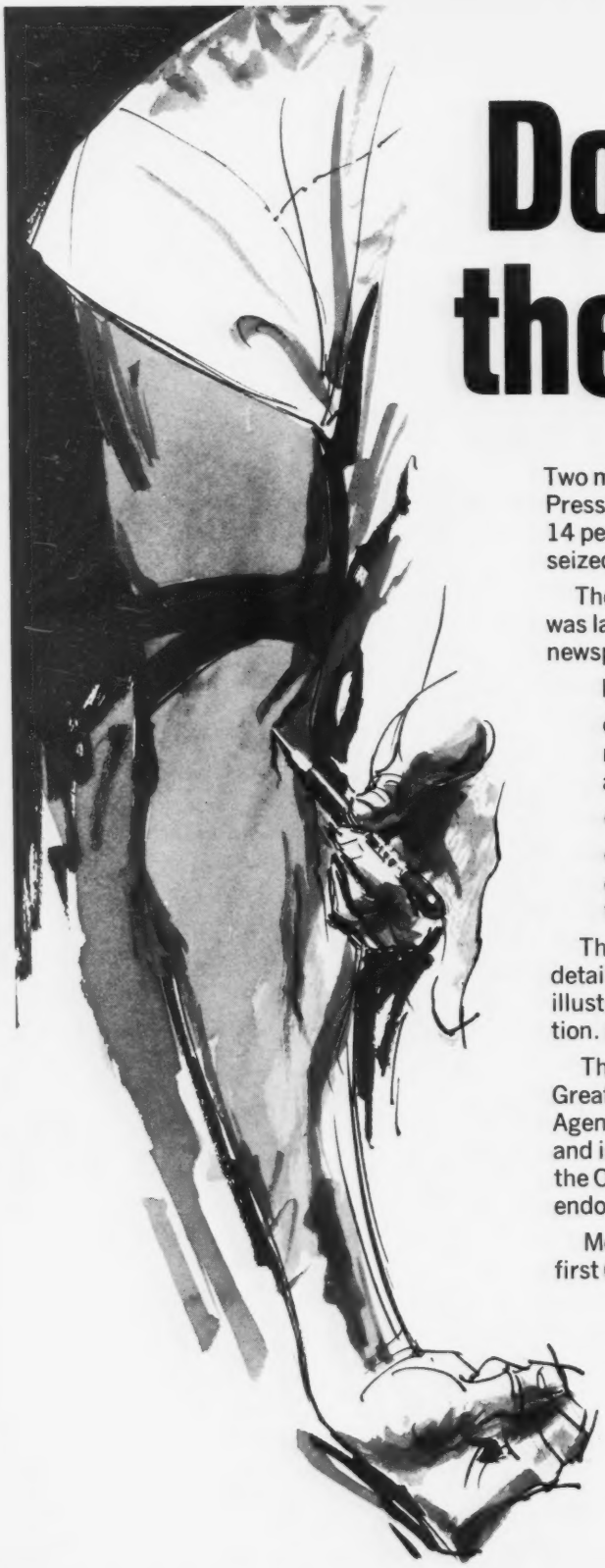

Don't arm the pusher

Two months after the announcement of The Cleveland Press TIP — — (Turn In a Pusher) — — anti-drug campaign, 14 persons were arrested and $20,000 worth of drugs was seized in two separate raids.

The unique campaign to rid Cleveland of dope peddlers was launched by The Press, an afternoon Scripps-Howard newspaper, on May 8.

How TIP works:

- Persons with drug information relay tips anonymously by calling a special phone number or sending a letter to a TIP box office number.
- Investigative leads are given the county prosecutor.
- If arrests and convictions result, a special committee will decide on the amount of the reward up to $2000.

The core of the campaign is a series of full-page ads detailing the evils perpetrated by sellers of narcotics and illustrating the critical need to halt drug traffic and addiction. Many firms and groups have become ad sponsors.

The day after TIP was announced, 100 members of the Greater Cleveland Chapter of the Society of Ex-Special Agents of the FBI joined the drive as telephone workers and investigators. The Cleveland Police Department and the Office of Drug Abuse–Law Enforcement have also endorsed the campaign.

More than 1000 calls and letters were received in the first 60 days.

SCRIPPS-HOWARD NEWSPAPERS

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EVANSVILLE PRESS • MEMPHIS COMMERCIAL APPEAL • CLEVELAND PRESS • COLUMBUS CITIZEN-JOURNAL • FORT WORTH PRESS • KNOXVILLE NEWS-SENTINEL
MEMPHIS PRESS-SCIMITAR • HOLLYWOOD (FLA.) SUN-TATTLER • THE STUART (FLA.) NEWS • DENVER ROCKY MOUNTAIN NEWS • THE SAN JUAN (PUERTO RICO) STAR

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